



TV and Cinema

A. Eligibility

1. The competition is open to all those involved in advertising and communication - Advertising Agencies, Production Companies, Advertisers, etc.
2. It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the brand advertised.
3. The Organisers may refuse entries, which offend national or religious sentiments or public taste.
4. Entries must not have been entered in the Festival in previous years.
5. Any entry which, up to and including the final day of judging, has infringed any of its country of origin's voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the entrant to inform the Festival Organisers should any infringement have arisen prior to the judging and Awards Ceremony.
6. All work submitted must have **been implemented** for the first time between **1 July 2009 and 31 August 2010**. Entries will be accepted on the basis that they are designed for **implementation** in Asia or are created by Asian agencies or companies. For the purpose of Spikes Asia, those countries are: Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, The Philippines, Singapore, Sri Lanka, Taiwan, Tasmania, Thailand, Vietnam. **Thus, work can be entered by agencies outside Asia if it adheres to the above criteria. Likewise, work that has run outside Asia may be entered as long as it has been created by Asian agencies.**
Entries cannot be cancelled or removed from the competition after the 3rd September 2010.
7. Only one party may enter an advertisement, i.e. Agency or Production Company, to be agreed in advance between the parties concerned. In the event that the same advert is submitted by two different entrant companies, only the first entry will be accepted. If different parts of the same campaign are submitted by both the production company and the advertising agency, the first company to enter will have the choice if they would like to submit the whole campaign as the entrant.
8. All entries must have been made within the context of a normal paying contract with a client, except in the charities and public services categories. That Client must have paid for all, or the majority of the media costs.
9. The Festival organisers may contact the client related to any entry at the request of the jury at any time during the voting process should any questions about the implementation or presentation of the work arise.
10. The Organisers will endeavour to move entries to more appropriate categories if necessary. However, the Jury may not be allowed to move entries between categories
11. All entry forms must be completed online at www.spikes.asia, including an entries payment page and entry form.
12. An entry sent online will not be considered complete until the corresponding material arrives at the Festival office.

B. Enforcement of the Rules

1. All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry. However, entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.
2. Directors cuts, spec ads and conceptual advertising are not eligible.
3. The Festival reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.
4. The Festival requests full client contact details and reserves the right to contact the client directly to clarify or confirm any information relating to the entry.
5. In the event of a complaint against any winning or shortlisted entry, the Festival organisers will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.

6. The Festival organisers will have no hesitation in withdrawing an award in cases where the complaint is upheld.

7. Entrants or companies who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering the awards for a period of time following the Festival as specified by the organizers.

8. For further information please refer to our official statement on 'scam' entries [here](#).

C. Judging

* The Spikes Asia prizes will be awarded by a Jury composed of top International creatives.

* The Jury will meet in Singapore in September to vote on the entries and select finalists and winners.

* At all voting stages, the judges are prevented from voting for entries submitted by their own agency in their country.

* The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

D. Awards

* At the second viewing, the Jury will vote on the shortlist and then decide which entries will be awarded Gold, Silver and Bronze Spikes Asia trophies.

* A Spikes Grand Prix will be awarded in each of the ten media - Print, TV/Cinema, Outdoor, Digital, Radio, Direct & Sales Promotion, Media, Design, Integrated & Craft. The Grand Prix will be chosen from the Gold Spikes Asia awards in each section.

* Entries in the Public Service and Charities categories are excluded from winning the Grand Prix.

* Entries that reach the second viewing are shortlisted and will receive a certificate.

* All trophies are given to the entrant companies.

* The **Spikes Asia Agency of the Year Award** will be given to the agency that obtains the highest score for its entries in the sections TV/Cinema, Print, Outdoor and Radio, irrespective of whether these have been entered by the agency or another party. The Award will be given to one office only - points awarded to sister companies will not be combined. For example, the points for TBWA\Hong Kong and TBWA\Shanghai will be considered separately. Where more than one agency has been credited on the original entry forms, the points will be divided pro rata amongst each agency.

The calculation is based on all the awards won by an agency, but will include a maximum of 10 points for shortlisted entries. If an entry is shortlisted and then goes on to win an award, the shortlist point is no longer counted. In the case of a tie, **first** the number and **then** the rank of the awards will be taken into consideration. Finally, if necessary, all shortlist points will be taken into consideration.

Only the information submitted on the entry forms or amendments received before 3 September 2010 will be considered in the Agency of the Year calculations.

* Scores are calculated as follows:

Shortlist 1 point

Bronze 3 points

Silver 5 points

Gold 7 points

Grand Prix 10 points

E. Entry deadline: 23 July 2010

All entry forms and payment must be received in the Spikes Asia Office or through our website www.spikes.asia, no later than this date.

LATE ENTRY FEES

Please note, there is a charge of S\$50 per entry for entries completed after the official deadline of 23 July 2010. Any incomplete entries in your account after this date will have the charge added when you check out.

F. Entry Requirements

- * Each advertisement constitutes one entry.
- * Ads which form a campaign must be entered and paid for as single entries - e.g. three ads which form a campaign must be paid for as three separate entries and will be judged individually. Entries submitted as part of a campaign cannot be entered again as a single entry and vice versa.
- * "Teasers", where each execution taken individually is meaningless and, probably, where the name of the product/brand appears only once in the series, are considered one entry. Please contact our entries team at entries@spikes.asia for confirmation that your TVC is a teaser.
- * Trailers comprising direct cuts from feature films or TV programmes cannot be accepted.
- * Ads can be entered in one category per medium only.

Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them here. Any amendments or additions to credits made after 3rd September 2010 will incur costs.

G. Material Requirements

*We have provided some tips for entering TV/Cinema [here](#).

*All entries must be no more than 3 minutes long. Should your advert be over 3 minutes, we will require a media schedule to prove the legitimacy of the advert.

- You must submit an MPEG2 (encoded at 1MB/S)
- The resulting mpeg2 file should have audio and video as one file, and follow the *File Requirements* chart below.
- **Ensure you do not include the clock in your encode.**
- **You must not refer to the name of your agency or any contributing creative companies (ie. logos, credits etc.) in the advert.**

Please do NOT send Windows Media Video, Quicktime or other file formats on the disc.

FILE REQUIREMENTS

LINE STANDARD	MPEG2
4:3 PAL	720 x 576
16:9 PAL	720 x 576
4:3 NTSC	720 x 480
16:9 NTSC	

* You should send your entries on a PC-compatible Data CD to the Festival office. You will receive pre-printed CD labels after completing your online entry forms. You must print out these labels, attach them to your CD (s) and send them with a copy of your entry forms.

*You are strongly advised to dub or subtitle entries in English so that they can be more easily understood by the jury and participants.

[Type text]

*No agency branding or any contributing creative companies/people must be visible on the entry (eg. Logos, credits etc.)

*Entries in the **same campaign** may be submitted on 1 CD

For further assistance with your entries please email the entries team on entries@spikes.asia.

H. Mailing Instructions and Checklist

If you have completed your submission online and uploaded all necessary files via Beam.tv during the online entry process, there is no need to send anything further to the Spikes Asia office.

Otherwise, please include all the following items when sending your entries to Spikes Asia:

* Entry materials as specified in the Material Requirements (CD)

Send by courier or registered mail to:

Spikes Asia Awards
35A Kreta Ayer Road
Singapore
089000
Tel +65 6224 6101 Fax +65 6224 6102

IT IS ESSENTIAL THAT ALL ENTRANTS USE THE PROVIDED **PACKAGE LABELS** SUPPLIED WITH THEIR ONLINE ENTRY FORMS WHEN SENDING ENTRY MATERIALS TO THE SPIKES ASIA OFFICE. PLEASE USE PHOTOCOPIES IF NECESSARY. THERE WILL BE A DELAY IN PROCESSING YOUR ENTRY IF YOU DO NOT USE THE LABEL.

A Customs Invoice should be included in this consignment which should be clearly marked "CONTEST MATERIAL - NO COMMERCIAL VALUE". If your courier requires a value to be indicated, this should be purely nominal - for example: 1.00 Dollar per video or 50c per CD-ROM. It is the competitor's responsibility to ensure and confirm safe delivery of his/her shipment at the Spikes Asia office and to cover fully ALL courier, mailing and insurance costs and any import duties in advance, up to and including arrival at the Spikes Asia office.

The Spikes Asia Organisers cannot accept responsibility for presentation of entries which arrive after 3rd September 2010.

I. Fees

The entry fee of \$390 is applicable on EACH TV/Cinema entry (for companies based in Singapore + 7% GST is added, total \$417.30)

LATE ENTRY FEES

Please note, there is a charge of S\$50 per entry for entries completed after the official deadline of 23rd July. Any incomplete entries in your account after this date will have the charge added when you check out.

Payment should be made either:

By **BANK TRANSFER**

Or, by **CREDIT CARD** - Visa, MasterCard or AMEX ONLY.

If you pay by bank transfer, please fax or email a copy of your bank transfer confirmation to +65 6224 6102 or entries@spikes.asia

Cheques are NOT accepted.

It is imperative that you cover ALL bank charges; otherwise your entries may be refused. Please ensure that payment is made in SINGAPORE DOLLARS and arrives at our bank in SINGAPORE DOLLARS.

- * Participants who pay by bank transfer will receive a proforma invoice (invoice to pay) as part of an email confirmation containing a full set of completed entry forms.
- * Refunds will only be made if written notification of the entrant's wish to withdraw his entries reaches the Spikes Asia Office before **23rd July 2010**. No refund after this date can be considered by the organisers under any circumstances, **regardless of any extension to the entry deadline**.

J. Treatment and Publication of Entries

- * Any material submitted in the course of entering the awards becomes the property of the Organisers and cannot be returned.
- * Entrants may be required to supply additional material of any shortlisted or winning work for the winners' DVD and any promotional publication and exhibitions held after the Festival.
- * In order to promote the Festival, each entrant authorises the Festival Organisers to screen or publish his ads with or without charge at public or private presentations, wherever and as often as the Organisers think fit. The Festival Organisers retain the right to transfer videotape to film or encode digitally.
- * In addition, each entrant undertakes to allow the lending or selling by the Festival Organisers of the entries to any interested public or private organisation with a view to promoting the International Advertising Festival either directly or indirectly.
- * Any entry may be compiled by the Festival Organisers into a collection of entries. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than the Festival Organisation or any organisation authorised to do so by the Festival Organisation. Each entrant agrees to assist the Festival Organisers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the Organisers immediately should they become aware that an unauthorised collection or compilation is available for sale or distribution.
- * Each entrant agrees to hold the Festival Organisers harmless of any claims that may be made against them by reason of any such screenings or publishing. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
- * All entrants must accept that their entries may be used in our archive
- * Each entrant confirms to the Organisers that they have the legal right to enter the Festival on the terms of these Entry Rules. Each entrant indemnifies the Organisers against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these rules.

K. Miscellaneous

- * Each entrant accepts full responsibility for the quality of entries and discharges the Festival Organisers from any responsibility in respect of third parties.
- * All entrants will strictly observe the Entry Rules. Completion and signature/sending of the Entries Payment Form will imply full acceptance by each entrant of the Festival Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.
- * The decisions of the Festival Organisers in all matters relating to the International Advertising Festival shall be final and binding.

L. Tips For Entering

TV/Cinema entries are mainly judged upon creative and/or production values.

No agency branding or any contributing creative companies/people must be visible on the entry (eg. Logos, credits etc). This is to ensure the jury remains neutral when judging.

All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.

[Type text]

Entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version. Translations are strongly advised so that the TVC can be more easily understood by the jury and participants.

When submitting a campaign, the entries will be shown in the order you have indicated on the entry form (eg. 1 of 2, 2 of 2). This means the jury members will view these entries back to back.

Directors reels and cuts, spec ads and conceptual advertising are not eligible.

All entries must be no more than 3 minutes long. Should your advert be over the 3 minute mark, we will require a media schedule to prove the legitimacy of the advert.