TV/Cinema Rules

Categories

Each entry can be submitted to **ONE** TV/Cinema category only.

A01. Food Products
Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk

A02. Beverages – Alcoholic & Non-Alcoholic
Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs, coffee, tea, chocolate & malt drinks, still & carbonated drinks, fruit & vegetable juices, mineral waters

A03. Home Furnishing, Appliances, Maintenance & Household Products
House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products. Detergents, cleaning products, shoe polish, air fresheners, insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives

A04. Consumer Electronics
Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidiscs, radios, home computers, DVD players, personal phone equipment incl. mobile phones & pagers, binoculars

A05. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries
Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, toilet paper, tampons & sanitary towels, tissues,

diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses

A06. Clothing, Footwear & Accessories
Day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewellery, watches, luggage, handbags, fashion & designer sunglasses & spectacle frames

A07. Miscellaneous
Pet food & pet care products, gifts & greetings cards, pens and personal stationery, tobacco & associated products

A08. Cars & Automotive Services
Including jeeps & 4-wheel drives, Pick-up trucks, vans, lorries, motorbikes, tyres, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, gasoline, oil, batteries, paint, breakdown & servicing companies, car dealers and car finance & leasing

A09. Retail Outlets, Fast Food Outlets & Restaurants
Department & specialist stores, shopping centres/malls, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, grocery shop, speciality stores, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores and auctions

A10. Sports, Entertainment, Travel & Leisure
Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, arts festivals, concerts, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports equipment, bicycles, boats & caravans, toys, board games, computer games, PlayStation, X-Box, Game Boy etc., golf & country clubs

A11. Publications & Media
Newspapers, magazines, books, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

A12. Financial Products & Services
Banks, building societies, credit unions, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, buildings development & road construction, real estate investment, property development

A13. Business Equipment & Services
Business computers & software, printers, photocopiers, fax machines, business phone equipment, office furniture & stationery, courier services, employment agencies, advertising agencies & production companies, use of advertising, website design, awards competitions

A14. Commercial Public Services
Telecommunications services, internet service providers, yellow pages, directories, postal services, electricity, gas, power & water companies, private

healthcare & clinics, private schools & colleges, ISP's, search engines, portals, etc.
(Please note, where possible, ads for websites should be placed in the relevant product or service category)

A15. Corporate Image
Non-product-based company image, competition & event sponsorship, company mergers, flotations & relocation, TV Programme sponsorship, seasonal greetings

A16. Public Service, Charity & Fundraising
Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, Political & religious messages, unions, associations, special interest groups, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

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 Entries must be designed for screening, transmission or publication and must have been implemented for the first time between 1 January 2008 and 1 August 2009 in at least one of the following countries: Bangladesh, Butan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, The Philippines, Singapore, Sri Lanka, Taiwan (Chinese Taipei), Thailand, Vietnam. Entries cannot be cancelled or removed from the competition after the 4 September 2009.

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 will 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 or is uploaded and paid via BEAM.TV.

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. 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.

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

6. 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 Organisers.

Judging

1. The Spikes Asia prizes will be awarded by a Jury composed of top international creatives.

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

3. At all voting stages, the judges are prevented from voting for entries

submitted by their own agency in their country.

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

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 and 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 **Network of the Year Award** is given to the agency network that obtains the highest score for entries in the TV/Cinema, Print, Outdoor, Radio, Media, Digital, Direct & Sales Promotion, Design, Integrated & Craft sections. To form part of the network for consideration in the calculation, the company concerned must be wholly or majority owned by the network. Entrants will be asked to declare which, if any, agency network each entry is affiliated to at the point of entry – e.g. Saatchi & Saatchi, Ogilvy, BBDO etc. The **Network of the Year Award's** calculation will be based on the combination of points won by an agency network for **ALL** of its awards won and **ALL** of its shortlisted entries. If an entry is shortlisted and then goes on to win an award, the shortlist point is no longer counted.

If the same entry is entered in more than one category and is shortlisted and/or wins more than one award, only the points for the highest award will be counted. This applies to both single and campaign entries. For instance if a campaign wins a prize and one part of that campaign also wins an award, only the highest award will count.

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.

For example:

Network A		**Network B**	
2 Gold	14 points	1 Gold	7 points
1 Silver	5 points	1 Silver	5 points
1 Shortlist	1 point	8 Shortlist	8 points
TOTAL:	**20 points**	**TOTAL:**	**20 points**

Although the total points are the same, Network A beats Network B based on the number and rank of prizes awarded.

The scores for the Network of the Year are calculated as follows:

Integrated: 10 Points
Gold Spike: 7 Points
Silver Spike: 5 Points
Bronze Spike: 3 Points
Shortlist Position: 1 Point

* 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. 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.

Entry Deadline: 24 July 2009

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.

Entry Requirements

1. Each advertisement constitutes one entry.

2. 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.

3. "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.

4. Trailers comprising direct cuts from feature films or TV programmes cannot be accepted.

5. 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 4 September 2009 will incur costs.

Material Requirements

We have provided some tips for entering Film/TV here.

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

*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.
* When completing your TVC online entry forms, you will be asked if you intend to submit your entries using BEAM.TV, or by sending a DVD/CD.

BEAM.TV
You can enter a digital version of your film using BEAM.TV.

For further Beam TV assistance, please see the BEAM.TV FAQs.

• If you choose to enter your film from BEAM.TV, once you have completed your online submission, you will be able to proceed to upload your Film media to BEAM.TV. A list of all the entries you have submitted online will be displayed. By clicking on "Awaiting attachment" you will then have to upload your TVC media directly from your computer or another source.

1. If you are already a BEAM.TV user and have your films stored there, you can select the option to attach from BEAM.TV. If you encounter any problems, please contact Beam.TV directly at awards@beam.tv.

2. If you do not already use BEAM.TV, you can upload your film media directly from your computer, or ftp the file.

• You must submit an MPEG2 (encoded at 8-10 megabits per second) and a Quicktime (encoded at 60kb per second, using Sorensen 3) for each film you are entering to the Festival. Please note that the Quicktime file is for office reference only and will not be used in the judging process. See the File Requirements chart below for further specifications on your entry files.
• 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 note there is an extra fee paid to Beam.TV by credit card only. This must be completed after you upload, in order to finalise your entry. However, this cost is likely to be less than the cost of preparing and shipping videotapes. See Beam.TV Fees below.

Media Type	**Global**			**Season Pass**		
Currency	**GBP**	**USD**	**EUR**	**GBP**	**USD**	**EUR**
First Upload	50	80	70			
Subsequent Uploads	25	40	35	125	200	175

*The Season Pass includes unlimited digital delivery to all awards via

BEAM.TV for a one-off payment. Please contact BEAM.TV directly for more information at awards@beam.tv.

FILE REQUIREMENTS

LINE STANDARD	MPEG2	QuickTime
4:3 PAL	720 x 576	320 x 240
16:9 PAL	720 x 576	320 x 240
4:3 NTSC 16:9 NTSC	720 x 480	320 x 240

CD/DVD
* If you prefer, you can still send your entries on a PC-compatible Data CD/DVD 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/DVD(s) and send them with a copy of your entry forms.

All CD/DVDs will be uploaded to BEAM.TV for the purpose of The Festival.

* CD/DVD entries should be supplied as follows:
o Mpeg2 Format only: Encoded as a high quality video (mpeg2 format only), and at a rate of 8-10 megabits per second.
o The resulting mpeg2 file should have audio and video as one file, and follow the File Requirements chart above.

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

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

* You must not refer to the name of your agency or any contributing creative companies (ie. Logos, credits etc.) in the advert.

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

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

Mailing Instructions And Checklist

If you have completed your submission online and uploaded all necessary files 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:
* A Bank Transfer confirmation if applicable
* Entry materials as specified above

Are to be sent 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 4 September 2009.

Fees

The entry fee of $370.00 + 7% GST ($395.90) is applicable on EACH TV/Cinema entry.

Payment should be made either:
By BANK TRANSFER
Or, by CREDIT CARD - Visa, MasterCard or AMEX ONLY.

Cheques are NOT accepted.

Please note that we are temporarily unable to accept credit card payments. Please choose Bank Transfer as a method of payment. We apologise for the inconvenience.

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.

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 **4 September 2009**. No refund after this date can be considered by the organisers under any circumstances, regardless of any extension to the entry deadline.

Treatment And Publication of Entries

1. Any material submitted in the course of entering the awards becomes the property of the Organisers and cannot be returned.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. All entrants must accept that their entries may be used in our archive.

8. 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.

Miscellaneous

1. Each entrant accepts full responsibility for the quality of entries and discharges the Festival Organisers from any responsibility in respect of third parties.

2. 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.

3. The decisions of the Festival Organisers in all matters relating to the International Advertising Festival shall be final and binding.