

Spikes Awards: Asia-Pacific's Accolade in Creativity

For the past 35 years, since its inception as the Asian Advertising Awards in 1986, the Spikes Awards has set the standard for creativity and effectiveness for Asia Pacific's creative communications industry.

With 23 different specialist Spikes, there's an opportunity for every kind of creative work to shine. The Spikes Asia juries of regional and global industry leaders come together to award best-in-class creativity and set the benchmark for creative excellence for the year ahead.

New for 2021 Spikes Asia Awards

The Awards are developed in partnership with the creative communications industry to reflect the full spectrum of creativity emerging from the region. For 2021, our updates include:

- **New Award: Creative Strategy Spikes:** Celebrating the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.
- Updates to **PR Spikes**, including new Social Engagement & Marketing Section
- Expanded **Culture & Context Section** with 8 categories celebrating work that is brought to life through cultural insights and regional context.
- See all our 'New for 2021 Awards' updates [here](#).

The final deadline for Spikes Asia Awards is on 21 January 2021.

Contact our Awards Experts for help with where to enter your work and support with the entry process at awards@spikes.asia or at +6597286037.

Find out more

Tangrams Awards: APAC's Strategy & Effectiveness Accolade

Part of the Spikes Asia Awards, the Tangrams Awards (formerly Asian Marketing Effectiveness and Strategy Awards - AMES) have been established as the most prestigious strategy and effectiveness programme in the region for nearly two decades. Spikes Asia presents a unique opportunity for entrants to benchmark the creativity and effectiveness elements of their work at the same time by entering two of the region's most reputable award programmes.

The final deadline for submissions to the Tangrams Awards is on 07 January 2021. Find more information about the Tangrams Awards [here](#).

Our Awards Manager is on hand to help with submissions at VivianeL@spikes.asia.



Watch the How to win a Spike webinar series

The four-part 'How to win a Spike' webinar series covers the business case for creativity, what's new for 2021 and everything you need to know about how to enter your work, including advice from past Jurors and winners.

Find out more about the 'How to win a Spike' webinar series [here](#).