

# Your team's passport to real fame across Asia Pacific!

DIGITAL • INTEGRATED • MEDIA • PR

WIN TRIPS TO  
SPIKES ASIA 2019



ENTER

# WIN TRIPS TO SPIKES ASIA 2019



**YOUNG SPIKES  
COMPETITIONS  
MALAYSIA**

## First time in Malaysia

The Young Spikes Malaysia 2019 Competitions offer marketing professionals aged 30 or under a unique chance to gain recognition and make their mark on the industry.

In teams of two, the entrants race against the clock to prepare a pitch for a charity or sponsor brief and win a Gold, Silver or Bronze medal. Gold winners get a trip to Spikes Asia 2019 to compete on the Asian stage.

**Deadline Team Registration**

July 15, 2019



**Live Briefing at Taylor's University  
(Integrated)**

July 31, 2019



**Live Briefing at Taylor's University  
(PR, Media & Digital)**

August 1, 2019



**Live Judging at Taylor's University  
(Only for PR, Media & Integrated)**

August 3, 2019



**Young Spikes Malaysia  
Winners Ceremony**

August 14, 2019



## Categories

### 1 **INTEGRATED** - Sponsored by



Teams have 48 hours to come up with a fully integrated campaign in response to a brief before demonstrating how it can be launched and executed.

### 2 **DIGITAL** - Sponsored by



Teams have 24 hours to develop on integrated social media campaign and competitors are judged on their ability to use social media inventively.

### 3 **MEDIA** - Sponsored by



Teams are challenged to use their business insight and strategy skills to develop an innovative media strategy and plan with 24 hours.

### 4 **PR** - Sponsored by



Teams of PR professionals craft a PR strategy that connects with the organisations' brand value, engages with the public and builds relations with relevant stake holders



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## GOLD

- Teams get to attend and compete at Spikes Asia, 25-27 Sept 2019 in Singapore
- Return flight and accommodation to/in Singapore, courtesy of AirAsia during Spikes Asia
- Spikes Asia Competitor's Delegate
- Pass worth RM2,100 per person
- Young Spikes Malaysia 2019 Trophy and Winner certs
- Recognition and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers
- Invitation to Young Spikes Malaysia 2019 Awards ceremony on 14 August, 2019
- Exclusive All-Expenses-Paid passes for Integrated, Media and Digital category winners to turn ideas alive at Reconnect Camp by Astro on 24-25 August, 2019 at Cyberview Lodge Resort & Spa.



## SILVER

- Young Spikes Malaysia 2019 Trophy and Winner certs
- Recognition and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers
- Invitation to Young Spikes Malaysia 2019 Awards ceremony on 14 August, 2019
- Exclusive All-Expenses-Paid passes for Integrated, Media and Digital category winners to turn ideas alive at Reconnect Camp by Astro on 24-25 August, 2019 at Cyberview Lodge Resort & Spa.



## BRONZE

- Young Spikes Malaysia 2019 Trophy and Winner certs
- Recognition and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers
- Invitation to Young Spikes Malaysia 2019 Awards ceremony on 14 August, 2019
- Exclusive All-Expenses-Paid passes for Integrated, Media and Digital category winners to turn ideas alive at Reconnect Camp by Astro on 24-25 August, 2019 at Cyberview Lodge Resort & Spa.

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Under 30

## Sponsors & Partners

Official Airline Partner  
Official Loyalty Partner



Official Media  
Partner



Unifi Official  
Telco Partner



Official Film  
Production Partner



Official Food  
Partner



Official Production  
Partner



Official Association  
Partner



Official Association  
Partner



Official Association  
Partner



Official Association  
Partner



Official Venue  
Partner



Official Association  
Partner



Official Media  
Monitoring Partner



## ELIGIBILITY

- Teams must be employed in the advertising or communications business in a skill discipline relevant to their chosen competition (Client-side teams are subject to approval by Spikes Asia)
- Teams must have at least one member fluent in English
- Team members do not have to be from the same agency/company
- Both team members need to be 30 years old or younger (born on or after 28 September 1988)

## RULES

- Teams are not allowed to seek help from anyone outside of the team
- Teams cannot mention their company in the submission or at any time during the live competition in the presence of the NGO/Partner and Jury.
- Both team members must be present for the live competition briefing and judging
- All work created as part of the competition remains the property of the competition organizer, Spikes Asia and the NGO/Partner.
- The ideas can be used by the competition organizer, Spikes Asia and the NGO/Partner as part of their marketing and advertising.
- No modification to the work is allowed after submission to the competition organizer.

# REGISTRATION



**YOUNG SPIKES  
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MALAYSIA

## Person in charge of Submission

**TEAM  
REGISTRATION**  
(2 pax)  
RM 2000 + 6% SST

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July 31, 2019



### Live Briefing at Taylor's University (PR, Media & Digital)

August 1, 2019



### Live Judging at Taylor's University (PR, Media & Integrated)

August 3, 2019



### Young Spikes Malaysia Winners Ceremony

August 14, 2019



Name \_\_\_\_\_ Designation \_\_\_\_\_

Organisation \_\_\_\_\_

Mobile Number \_\_\_\_\_ Email \_\_\_\_\_

Postal Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

## Team Details

Name \_\_\_\_\_ Designation \_\_\_\_\_

Mobile Number \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Designation \_\_\_\_\_

Mobile Number \_\_\_\_\_ Email \_\_\_\_\_

Category ☐ Integrated ☐ PR ☐ Media ☐ Digital

You may replicate this form for multiple registrations.

### Registration & Payment

- Full payment is required upon registration.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change the programme due to unforeseen circumstances.

Organised by

**MARKETING**

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CHEQUE PAYABLE TO:  
Sledgehammer Communications  
(M) Sdn Bhd 289967-W

### BANK TRANSFER TO:

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