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

DIGITAL • INTEGRATED • MEDIA • PR

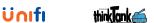
WIN TRIPS TO SPIKES ASIA 2019





























WIN TRIPS TO SPIKES ASIA 2019





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 U U July 15, 2019

| ##

Live Briefing at Taylor's University

(Integrated) July 31, 2019

Live Briefing at Taylor's University

August 1, 2019

(PR, Media & Digital)

Live Judging at Taylor's University

(Only for PR, Media & Integrated) August 3, 2019

Young Spikes Malaysia **Winners Ceremony** August 14, 2019



Categories

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.

DIGITAL - Sponsored by Air Asia



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

MEDIA - Sponsored by **Unif**

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

PR - Sponsored by Pizza Hut.

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

























WIN TRIPS TO SPIKES ASIA 2019











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 Winnes certs
- Recogniton and coverage in 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 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
- Recogniton and coverage in 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.

WIN TRIPS TO SPIKES ASIA 2019





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 (Clientside 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.







Person in charge of Submission

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

Deadline Team Registration

d-b # July 15, 2019

Live Briefing at Taylor's University (Integrated) July 31, 2019

راسل **##**

Live Briefing at Taylor's University (PR, Media & Digital) August 1, 2019

راول \mathbf{H}

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

UU ***

Name	Designation	Young Spikes Malaysia
Mobile Number	Email	
Postal Address		

Team Details

Designation Mobile Number Email Designation Name 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.









Signature



CHEQUE PAYABLE TO:

Sledgehammer Communications (M) Sdn Bhd ^{289967-W}

BANK TRANSFER TO:

RHB Bank Berhad 2-14389-000-10505 Swift Code: RHBBMYKL

FOR ENQUIRIES:

+603-7726 2588

ruby@adoimagazine.com amira@adoimagazine.com ham@adoimagazine.com



22B, Jalan Tun Mohd Fuad 1, Taman Tun Dr. Ismail, 60000 Kuala Lumpur, Malaysia























