

Spikes Asia 2012 Festival: First shortlists released

SINGAPORE: The Spikes Asia Festival of Creativity has today opened its doors for a three-day programme of outstanding content. Industry professionals from 27 countries will be present at the 2012 Festival, benefiting from 30 world-class seminars, The Forum - a new stream of content and dedicated evening networking events.



10 juries are currently deliberating over a record 4860 entries which were received into this year's awards with 10 of the 16 shortlists being released today. The following number of entries have been shortlisted in each category:

Design - 56
Digital - 63
Direct - 58
Media - 62
Mobile - 20
Outdoor - 151
PR - 50
Print - 135
Promo & Activation - 69
Radio - 31

Today has opened with a special Cannes Lions International Festival of Creativity highlights screening, showing the best of the seminar content and Grand Prix winners from this year's event. Further content throughout the day included seminars from the likes of The Economist, JWT + Filmworks China Entertainment Marketing, eYeka and Unilever, Leo Burnett, Grey Group, Draftfcb, Cheil Worldwide, CAAAA, and textappeal whilst the Festival's new stream of content, The Forum, focuses on today's theme 'The Creative Future of Media', with sessions given by ADK, Yahoo! and Omnicom. Tonight delegates will have a chance to mingle with fellow attendees at the Spikes Asia Networking Reception, sponsored by Facebook and held at their Singapore offices.

Three Young Spikes Competitions are taking place throughout the event; Integrated, Media and the new Agency Shoot Out Competition. All teams have been briefed by the respective competition charities and will begin work on their submissions before being judged on Tuesday. Winners of the competitions will be announced at the Awards Ceremony, the culmination of Spikes Asia, which will also see the 2012 winners revealed and honoured.

Anyone wishing to keep up with Festival events, shortlists and winners, can visit www.spikes.asia.

Key 2012 dates

Delegate Registration: Open

Entries: Contact Fiorenza Plinio at entries@spikes.asia

Festival Dates: 16-18 September 2012

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The shortlists

[*Design*](#)

[*Digital*](#)

[*Direct*](#)

[*Media*](#)

[*Mobile*](#)

[*Outdoor*](#)

[*Public Relations*](#)

[*Print*](#)

[*Promo and Activation*](#)

[*Radio*](#)

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