

## Spikes Asia honours 2012 winners

SINGAPORE: The winners of the Spikes Asia 2012 Awards were announced last night at the hotly anticipated Awards Ceremony which took place at the Grand Theatre, Marina Bay Sands in Singapore.



Ten juries have been working in Singapore to choose 397 deserving winners from an initial 4860 entries. The 2012 awards have been given as follows:

**Branded Content & Entertainment \*New\* - 17 winners:** 1 Grand Prix, 1 Gold, 9 Silver, 6 Bronze

**Grand Prix:** Host Sydney, Australia, Air New Zealand, 'The Kiwi Sceptics'

**Creative Effectiveness \*New\* - 4 winners:** 1 Grand Prix Grand Prix:  
Clemenger BBDO Melbourne, Australia, Nab, 'Break Up'

**Design - 28 winners:** 1 Grand Prix, 4 Gold, 8 Silver, 15 Bronze Grand  
Prix: Iyamadesign Tokyo, Japan, Kamoi Kakoshi, Mt Ex Taipei

**Digital - 29 winners:** 1 Grand Prix, 4 Gold, 12 Silver, 12 Bronze Grand Prix:  
Dentsu Tokyo, Japan, Honda Motor, 'Connecting Lifelines'

**Direct - 28 winners:** 1 Grand Prix, 6 Gold, 11 Silver, 10 Bronze Grand  
Prix: JWT Melbourne, Australia, Melbourne Writers Festival, 'Wi-Fiction'

**Film - 43 winners:** 1 Grand Prix, 10 Gold, 18 Silver, 14 Bronze Grand Prix: Cheil Worldwide Seoul, South Korea, Amsung

Electronics, 'What Does Your Mind See'

**Film Craft - 23 winners:** No Grand Prix, 3 Gold, 7 Silver, 13 Bronze

**Integrated - 8 winners:** No Grand Prix, 2 Gold, 2 Silver, 4 Bronze

**Media - 41 winners:** 1 Grand Prix, 6 Gold, 14 Silver, 20 Bronze Grand

Prix: Mindshare Mumbai, India, Hindustan Unilever, 'Where What You Grow Is What You Eat'

**Mobile - 13 winners:** 1 Grand Prix, 1 Gold, 4 Silver, 7 Bronze Grand

Prix: Party Tokyo / Dentsu Tokyo, Japan, Sony, 'Make TV'

**Outdoor - 50 winners:** 1 Grand Prix, 10 Gold, 14 Silver, 25 Bronze Grand Prix: Ogilvy Shanghai, China, Coca-Cola Company, '#Cokehands'

**PR - 17 winners:** No Grand Prix, 2 Gold, 6 Silver, 9 Bronze

**Print - 24 winners:** 1 Grand Prix, 4 Gold, 6 Silver, 13 Bronze Grand

Prix: DDB Sydney, Australia, Volkswagen, 'Bikers-Police'

**Print & Poster Craft - 18 winners:** 1 Grand Prix, 2 Gold, 6 Silver, 9 Bronze Grand Prix: Ogilvy Shanghai, China, Coca-Cola Company, '#Cokehands'

**Promo & Activation - 37 winners:** 1 Grand Prix, 10 Gold, 14 Silver, 12 Bronze Grand Prix: 303Lowe Sydney, Australia, Ikea, 'Ikea Catalogue'

**Radio - 17 winners:** 1 Grand Prix, 3 Gold, 5 Silver, 8 Bronze Grand

Prix: JWT Singapore, Singapore, Unilever Singapore, 'Radio Prank'

BBDO was presented with the Network of the Year trophy with DDB coming second followed by Leo Burnett in third.

DDB, Sydney was honoured with the Agency of the Year. Runners up were Dentsu, Tokyo coming in second place and BBDO Guerrero, Makati City in third.

The Independent Agency of the Year was awarded to PARTY, Tokyo with Taproot, Mumbai in second and The Monkeys, Sydney in third.

The inaugural Spikes Palm award, given to the best Production Company, was taken by Exit Films, Melbourne. Revolver, Sydney came in second and Finch, Sydney third.

The Media Agency of the Year trophy was awarded to Mindshare, Mumbai with Cheil Worldwide, Seoul taking second place and in third, Whybin\TBWA Group, Sydney.

## Advertiser of the Year

During the Awards, the Advertiser of the Year accolade was presented to P&G Asia in honour of their commitment to engage their consumers by not only embracing but also expecting creativity in their product communications around Asia. Freddy Bharucha, Chief Marketing Officer of P&G Asia was on stage to collect the award.

Also announced at the Awards were the winners of the Young Creative Spikes Competitions. India took the gold medal in the Young Spikes Media Competition whilst the team from Hong Kong took gold in the Young Spikes Integrated Competition. The new Agency Shoot Out Competition saw The Philippines going home with gold. After the awards,

delegates celebrated into the night at the official Spikes Asia After Party which took place at the Avalon nightclub, Marina Bay Sands in Singapore. From tomorrow, 19 September, full details of all the winners will be available to view on the website <http://www.spikes.asia/winners/2012/>. Also see <https://list.canneslions.com/t/427013/21893120/1972/0/>

1800 delegates from 27 countries have enjoyed three days of inspiring content, have viewed great work, and participated in fun networking events.

For more, visit: <https://www.bizcommunity.com>