

Spikes Asia names final jury presidents

SINGAPORE: The Spikes Asia Festival of Creativity has announced the final jury presidents, who for the 2014 awards, will lead juries in Branded Content & Entertainment; Craft; Creative Effectiveness; Film, Print, Outdoor Radio; and PR.



Heading up the PR category is **David Brain**, President and CEO, Edelman, Asia Pacific, Middle East & Africa. From 2001 to 2010 David ran the Edelman's London-based EMEA business, leading its transformation from a traditional PR agency to the region's social digital communication leader, more than doubling its size. He later ran the firm's standalone Asia-Pacific business, also doubling its size. David has directed award-winning campaigns for Unilever, Heineken, and Jim Beam and has published his first book, "Crowd Surfing: Surviving and Thriving in the Age of Consumer Empowerment".

Presiding over the Craft jury is **Haydn Evans**, Founder and Executive Producer, Six Toes, Singapore. Haydn has worked with agencies and production companies in Asia, London and Australia winning awards at Cannes, One Show and D&AD to name a few. Now with Six Toes, Haydn continues to partner with great creatives, directors, cinematographers, production designers, editors, musicians and visual effects artists across the world to produce and craft some of the region's most notable work.

Matthew Godfrey, President, Young & Rubicam Asia, Singapore, is heading up the Creative Effectiveness jury. Matthew has a proven track record of driving innovation, digital and creativity. During his 21-year career in the industry, he has gained extensive experience in building brands and agency business across the Asia Pacific region. He was involved in the start-up Bates office in Ho Chi Minh City, Vietnam and launched 141 Worldwide in Jakarta. Prior to joining Y&R in 2010, he was the CEO and COO of Publicis Asia, overseeing 28 offices in 12 countries across Asia.

Connie Lo, Chief Creative Officer - Leo Burnett, Southern China, is presiding over the Branded Content & Entertainment jury. Over the course of her career, Connie has judged at D&AD, One Show, Clio, Dubai Lynx, New York Festival, Spikes Asia, Ad stars, and Longxi. Her work has also been cited at all major creative award shows including Cannes Lions, Clio, D&AD, One show... etc. Devoted to talent development in the advertising industry, Connie has contributed a substantial amount of time to lecture at universities and write columns on advertising. She also co-authored and published the book 'Everything Related and Unrelated to Advertising'.

Ted Royer, Chief Creative Officer, Droga5, USA, will lead the Film, Print, Outdoor & Radio jury. Over the course of his career, Ted has worked at agencies in Singapore, Argentina, and Australia, working on accounts like ESPN and Heineken. Finally returning to the US, he helped start Droga5 in 2006. The agency has since been named Agency of the Year three times and was the only agency named one of Fast Company's Most Innovative Companies in 2013. As a Droga5 veteran, Ted has worked on almost every account since the agency's inception.

Entries are currently being accepted into Spikes Asia until 25 July. Further details on how to enter, along with rules, fees and categories, can all be found online at www.spikes.asia. Spikes Asia runs from 23-26 September 2014 in Singapore.

Key 2014 dates

Delegate Registration: open

Entries: open

Delegate Early Bird Deadline: 17 July 2014

Entries Deadline: 25 July 2014

Spikes Asia Festival Dates: 23 - 26 September 2014, Suntec, Singapore

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