

## Spikes Asia announces 2013 winners

SINGAPORE: The hotly anticipated Spikes Asia Awards Ceremony has taken place at the Grand Theatre, Marina Bay Sands. Over 1,000 delegates attended to be the first to hear this year's winners and celebrate the best of creativity in communications from across Asia Pacific.



Ten juries have been working in Singapore to choose 401 deserving winners from an initial 4,832 entries. The 2013 awards have been given as follows:

*Branded Content & Entertainment* - 24 winners: 1 Grand Prix, 4 Gold, 13 Silver, 6 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

*Creative Effectiveness* - 5 winners: 1 Grand Prix, 4 Creative Effectiveness Spikes

Grand Prix: 303Lowe Perth, Australia, 'The 2012 IKEA Catalogue - A Roommate Worth Having', IKEA Western Australia and South Australia

*Design* - 27 winners: 1 Grand Prix, 8 Gold, 3 Silver, 15 Bronze

Grand Prix: McCann Worldgroup India, Mumbai, 'Keys Are Hard to Find', ATSS

*Digital* - 30 winners: 1 Grand Prix, 3 Gold, 6 Silver, 20 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

*Direct* - 26 winners: 1 Grand Prix, 6 Gold, 7 Silver, 12 Bronze

Grand Prix: DDB DM9JaymeSyfu/Digit Makati City, The Philippines, 'TXTBKS', Smart Communications

*Film* - 24 winners: 1 Grand Prix, 3 Gold, 8 Silver, 12 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

*Film Craft* - 36 winners: 1 Grand Prix, 7 Gold, 11 Silver, 17 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

*Integrated* - 8 winners: 1 Grand Prix, 3 Gold, 1 Silver, 3 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

*Media* - 49 winners: 1 Grand Prix, 8 Gold, 22 Silver, 18 Bronze

Grand Prix: WHYBIN/TBWA Auckland, New Zealand, 'Middle-Earth Passport Stamp', Tourism New Zealand

*Mobile* - 12 winners: 1 Grand Prix, 2 Gold, 1 Silver, 8 Bronze

Grand Prix: DDB DM9JaymeSyfu/Digit Makati City, The Philippines, 'TXTBKS', Smart Communications

*Outdoor* - 44 winners: 1 Grand Prix, 7 Gold, 15 Silver, 21 Bronze

Grand Prix: Cheil Worldwide Seoul, South Korea, 'Bridge of Life', Samsung Life Insurance

*PR* - 30 winners: 1 Grand Prix, 11 Gold, 10 Silver, 8 Bronze

Grand Prix: Draftfcb New Zealand, Auckland, 'Driving Dogs', Mini / SPCA New Zealand

*Print* - 25 winners: 4 Gold, 13 Silver, 8 Bronze

No Grand Prix Awarded

*Print & Poster Craft* - 19 winners: 3 Gold, 4 Silver, 12 Bronze

No Grand Prix Awarded

*Promo & Activation* - 29 winners: 1 Grand Prix, 4 Gold, 13 Silver, 11 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

*Radio* - 13 winners: 1 Grand Prix, 5 Gold, 2 Silver, 5 Bronze

Grand Prix: McCann Melbourne, Australia, 'Dumb Ways to Die', Metro Trains

The *Network of the Year* trophy was presented to McCann Worldgroup, with BBDO coming second followed by DDB in third.

McCann Melbourne were honoured with the *Agency of the Year*. Runners up were Dentsu, Tokyo coming in second place and DDB Group New Zealand, Auckland, in third.

The *Independent Agency of the Year* was taken by Party, Tokyo and Reactive Media, Sydney and Tokyu Agency, Tokyo, were second and third respectively.

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

The *Media Agency of the Year* trophy was given to Open, Auckland with UM, Sydney taking second place and in third, OMD China, Shanghai.

During the awards Metro, Melbourne's transport system, were presented with the prestigious *Advertiser of the Year Award* in recognition of a record number of wins at international awards for its public service announcement 'Dumb Ways to Die' campaign. The award was received onstage by Leah Waymark, General Manager Corporate Relations at Metro Melbourne.

Also announced at the awards were the winners of the Young Creative Competitions. Korea took the gold medal in the *Young Spikes Media Competition* whilst the team from Sri Lanka took gold in the *Young Spikes Integrated Competition*.

## **A first for Spikes Asia**

For the first time a *Student Creative Award* was also awarded, this was a pre-festival competition that asked entrants to complete an original poster to fit a brief set by UNICEF. The entries were judged by industry leaders and Jun Hong Tan from the National University of Singapore was chosen as the winner.

Delegates were able to celebrate their achievements and the end of an action packed Spikes Asia at the After Party, which was sponsored by Leo Burnett and held at Avalon Nightclub.

Full details of all the winners, as well as photos and videos from the event, will be available to view on the website at [www.spikes.asia](http://www.spikes.asia).

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