

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

DIGITAL • INTEGRATED • MEDIA • PR • MARKETERS



**YOUNG SPIKES**  
**COMPETITIONS**  
MALAYSIA 2021

popculture  
**MARKETING**<sup>TM</sup>

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# YOUNG SPIKES COMPETITIONS MALAYSIA 2021

## Hiatus over - the Spikes are BACK!

The pandemic may have taken a year out of our lives, but it hasn't taken our livelihood. Yes, we are officially back with The Young Spikes Malaysia 2021. Instead of sticking to the threshold of 30 years or younger, we've stretched the eligibility age to 31 years of younger for this year's competition.

The Young Spikes Malaysia 2021 Competitions offer marketing professionals aged 31 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 to compete on the Asian stage APAC Young Spikes Competition 2022

## Categories

### 1 INTEGRATED

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.

### 2 DIGITAL

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

### 3 MEDIA

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

### 4 PR

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

### 5 YOUNG MARKETERS

Teams will be required to present a creative and executable idea using their brand, and the services or products in their portfolio. The idea and insights along with the strategy and its justification have to be described in terms of target audience, media planning and approach.

Deadline Team Registration 📅

21 October 2021

2nd Deadline Team Registration 📅

28 October 2021

Online Briefing(Integrated) 📅

10 November 2021

Online Briefing  
(Digital, Media, PR & Young Marketers) 📅

11 November 2021

Online Presentation & Judging  
(Digital, Media, PR, Integrated & Young Marketers) 📅

27 November 2021

Young Spikes Malaysia Winners Announcement 📅

10 December 2021

All Gold Winners Go to Spike Asia 📅

January 2022



# YOUNG SPIKES COMPETITIONS MALAYSIA



## GOLD

- Teams get to compete in APAC Young Spikes Competition 2022
- Trophy and Winner certs
- Recognition and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers



## SILVER

- Young Spikes Malaysia 2021 Trophy and Winner certs
- Recognition and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers



## BRONZE

- Young Spikes Malaysia 2021 Trophy and Winner certs
- Recognition and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers



# YOUNG SPIKES COMPETITIONS MALAYSIA

## ELIGIBILITY

- ❖ Teams must be employed in the advertising or communications business in a skill discipline relevant to their chosen competition (Client-side 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 31 years old or younger (born on or after 31st Jan 1990)

## 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 online competition in the presence of the NGO/Partner and Jury (rule does not apply to the Marketers competition)
- ❖ Both team members must be present for the online 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.

<https://marketingmagazine.com.my/ys2021/>



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4As MALAYSIA

GROWING BRANDS  
THROUGH CREATIVITY

<https://marketingmagazine.com.my/ys2021/>



# YOUNG SPIKES COMPETITIONS MALAYSIA

# REGISTRATION

## Person in charge of Submission

**TEAM  
REGISTRATION**  
(2 pax)  
RM 2000 nett

Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Organisation \_\_\_\_\_  
Mobile Number \_\_\_\_\_ Email \_\_\_\_\_  
Postal Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

.....  
Signature

## Team Details

Name \_\_\_\_\_ Designation \_\_\_\_\_  
Email \_\_\_\_\_ Mobile Number \_\_\_\_\_  
NRIC Number \_\_\_\_\_ *Please provide copy of NRIC to be submitted*  
Category  Integrated  PR  Media  Digital  Marketers  
Name \_\_\_\_\_ Designation \_\_\_\_\_  
Email \_\_\_\_\_ Mobile Number \_\_\_\_\_  
NRIC Number \_\_\_\_\_ *Please provide copy of NRIC to be submitted*  
Category  Integrated  PR  Media  Digital  Marketers

*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.

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- Young Spikes Malaysia Winners Announcement 10 December 2021
- All Gold Winners Go to Spike Asia January 2022

CHEQUE PAYABLE TO:  
Sledgehammer Communications  
(M) Sdn Bhd <sup>289967-W</sup>

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