



**YOUNG SPIKES  
COMPETITIONS**  
MALAYSIA 2022

# ASIA'S #1 FESTIVAL FOR CREATIVITY & EFFECTIVENESS

**OPEN FOR ENTRY**

**YOUR TEAM'S PASSPORT TO REAL FAME  
ACROSS ASIA PACIFIC!**

**DIGITAL • INTEGRATED • MEDIA • PR • MARKETERS**

**MARKETING** popculture  
TM

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# HIATUS OVER - THE SPIKES ARE BACK!

The Young Spikes Malaysia 2022 Competitions offer marketing professionals aged 30 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 2023.

## **Deadline Team Registration**

21 October 2022

## **Final deadline Team Registration**

28 October 2022

## **Physical Live Briefing(Integrated)**

16 November 2022

## **Physical Live Briefing (Digital, Media, PR & Young Marketers)**

17 November 2022

## **Physical Presentation & Judging (Media, PR, Integrated & Young Marketers)**

Physical Judging Only (Digital)

19 November 2022

## **Young Spikes Malaysia Winners Announcement**

December 2022

## **All Gold Winners Go to Spikes Asia**

February 2023

## CATEGORIES

### **1 INTEGRATED** by

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**

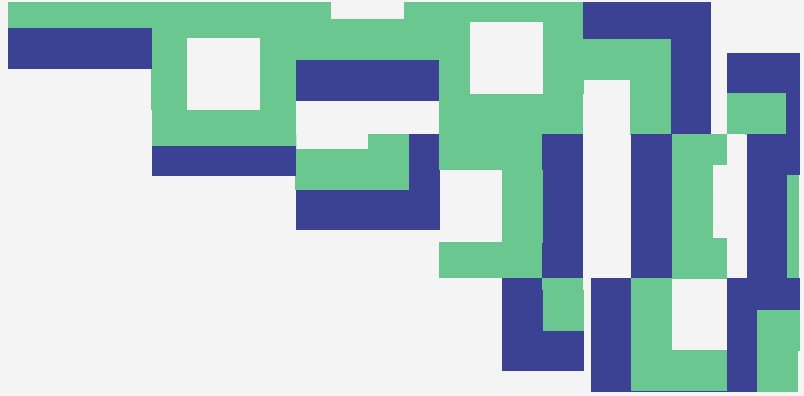
Teams of PR professionals craft a PR strategy that connects with the organisations' brand value, engages with the public and builds relations with relevant stake holders.

### **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.



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**GOLD**

- Teams get to compete in APAC Young Spikes Competition 2023
- Young Spikes Malaysia 2022
- Trophy and Winner certs
- Recogniton and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers



**SILVER**

- Young Spikes Malaysia 2022 Trophy and Winner certs
- Recogniton and coverage in [marketingmagazine.com.my](http://marketingmagazine.com.my) to 30,000 readers



**BRONZE**

- Young Spikes Malaysia 2022 Trophy and Winner certs
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## 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 30 years or younger (born on or after 23 June 1992)

## 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 physical 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.

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### Sponsors



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UNIVERSITY  
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### Organiser



### Official Association Partner





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## JUDGES



**STANLEY  
CLEMENT**

CHIEF EXECUTIVE  
OFFICER  
MEDIABRANDS  
CONTENT STUDIO



**SHEILA  
SHANMUGAM**

CHIEF EXECUTIVE  
OFFICER  
MINDSHARE GROUP  
MALAYSIA



**DHEERAJ RAINA**

CHIEF EXECUTIVE  
OFFICER MEDIA  
DENTSU  
INTERNATIONAL



**PETER DE  
KRETSER**

FOUNDER & CHIEF  
EXECUTIVE OFFICER  
GO COMMUNICATIONS



**GRAHAM DREW**

CHIEF CREATIVE  
OFFICER  
GREY MALAYSIA &  
SINGAPORE



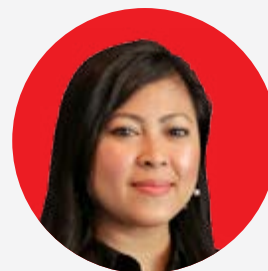
**GIGI LEE**

CHIEF CREATIVE  
OFFICER  
TBWA KUALA LUMPUR



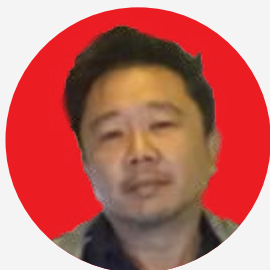
**LAU YIN MAY**

GROUP CHIEF  
MARKETING  
& CUSTOMER  
EXPERIENCE OFFICER  
MALAYSIA AIRLINES



**LINDA HASSAN**

GROUP CHIEF  
MARKETING OFFICER  
DOMINO'S PIZZA  
MALAYSIA &  
SINGAPORE



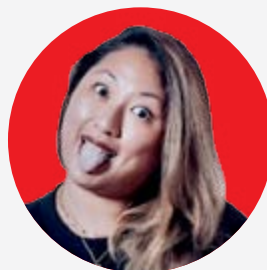
**ALVIN TEOH**

EXECUTIVE CREATIVE  
DIRECTOR  
NAGA DDB TRIBAL  
SDN BHD



**EMIR SHAFRI**

EXECUTIVE CREATIVE  
DIRECTOR  
PUBLICIS GROUP  
MALAYSIA



**DIDI PIRINYUANG**

EXECUTIVE CREATIVE  
DIRECTOR  
ENSEMBLE  
WORLDWIDE



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# REGISTRATION

## Person in charge of Submission

Name \_\_\_\_\_

Designation \_\_\_\_\_

Organisation \_\_\_\_\_

Mobile Number \_\_\_\_\_ Email \_\_\_\_\_

Postal Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TEAM  
REGISTRATION**  
(2 pax)

**RM 3000 nett**

## 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.

**CHEQUE PAYABLE TO:**  
Sledgehammer Communications  
(M) Sdn Bhd 289967-W

**BANK TRANSFER TO:**  
RHB Bank Berhad  
2-14389-000-10505  
Swift Code: RHBBMYKL

**FOR ENQUIRIES:**  
+603-7726 2588  
ruby@adoimagazine.com  
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ham@adoimagazine.com



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Taman Tun Dr. Ismail,  
60000 Kuala Lumpur,  
Malaysia



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Announcement

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Organised by

**MARKETING**

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