

Spikes Asia x Campaign Asia 2022

Content Submission

What is Spikes Asia x Campaign Asia: The Experience?

Spikes Asia, APAC's biggest Festival of Creativity, partners with Campaign Asia for a second year to produce a hybrid content platform to inspire, educate and explore creativity in all its forms. The content programme dissects top priorities and challenges the creative community is facing and looks at how to make creative work effective and inspire the next generation of cutting-edge ideas in Creativity, Effectiveness and Technology. In 2021, Spikes Asia x Campaign Asia received over 3,200 registrations to the virtual experience platform.

The Spikes Asia x Campaign Asia platform showcases the best of the region's creative work. It is a platform for the creative community and marketers to find purpose in the work they do and it's a platform for everyone to come together and challenge the industry to reach greater heights.

We're featuring a select number of films, live sessions and workshops over three days from 1 to 3 March 2022.

Overarching Theme

A new creativity dawns

Transformative shifts over the last two years have powered the creative efforts of brands and agencies in Asia. The work has embodied real-life experiences and explored new creative techniques to deliver outstanding advertising.

As the world opens up, there are new possibilities and opportunities. The industry must continue to create ideas that tap into what life means to this new world of consumers in the region and their newfound ambitions.

Coming to life and action through a series of hybrid event experiences, Spikes Asia x Campaign Asia celebrates the diverse perspectives and extraordinary creative minds coming out of the region.

We aim to help the creative community and marketers find renewed purpose in the work they do and challenge the industry to reach greater heights.

Join us on 1-3 March to explore the new age in Creativity, Effectiveness, Technology and Experience for the branded creative communications industry today and in the future.

Key Topics

Spikes Asia X Campaign Asia will not only showcase the most exceptional work in the region, we're looking for original and inspiring content from across the globe. The programme offers key insights, learnings and practical how-to sessions.

There will be four content track days, each day dedicated to Creativity, Effectiveness, Innovation and Entertainment. Join us as a thought-leader to provide the most practical learning experience for industry peers in the region.

Here is the list of topics you could consider for your content idea:

- Measuring and proving effectiveness
- Future creative skills
- Creative culture and leadership
- Tech + data + creativity
- Insights into the customer of the future
- Creative and technology trends driving entertainment in 2021
- After OTT: what's next for streaming and video?
- Creative collaborations in Gaming, eSports, Celebrities, KOLS
- Evolving commerce with creativity

- Common KPIs between brand, creative and media
- How is AI powering performance and effectiveness
- Storytelling in the post-pandemic era
- Brand experience (top trends and practical applications)
- Creative influencer and affiliate marketing
- Post-Purpose: Brand Accountability and Activism
- The Work: Best of the Year

Be part of the programme

We are open to your content submission ideas.

The Content Team is responsible for programming and allocating the release of your film on our website from 1 to 3 March 2022.

Each content proposal is reviewed and selected on the merit of the idea.

There is no charge to speak – please note that Spikes Asia does not pay fees or cover any other expenses. If your idea is selected, you will be responsible for crafting a full video on a particular subject/storyline.

The video will be produced by you and we will publish it on the Spikes Asia x Campaign Asia content platform.

The initial content submission idea proposal should have:

1. Title (max. 10 words),
2. Synopsis (max. 120 words) and three brief and snappy bullet points
3. Questions that your session intends to answer

[Please use the template to outline your initial content submission idea](#)

Submit your proposals to:

JennyL@spikes.asia

Deadline for initial content idea submissions: 18 October 2021

Selected content ideas will be notified by: 30 November 2021

Deadline for final film submission: 1 February 2022

Content formats

LIGHTNING ROUND

Sharp, informative and concise 5-minute films, focusing on a practical and actionable topic around a particular subject area (effectiveness, creativity, innovation, experience).

KEYNOTE

Short, sharp, incisive 10 to 15-minute films, focusing on a practical topic around a particular subject area (effectiveness, creativity, innovation, experience).

PRE RECORDED INTERVIEW FORMAT

1-2-1 interviews / fire-side chats with leading creatives, marketers, celebrities in the spotlight. They have the power, the resources and the pressure; what are they doing now?

LIVE Q&A INTERVIEWS

Live 1-2-1 interviews / fire-side chats and audience Q&A with leading creatives, marketers, celebrities in the spotlight. They have the power, the resources and the pressure; what are they doing now?

PANEL DISCUSSION

A 20 to 30 min live or pre-recorded film format featuring leaders of the APAC's creative industry discussing some of the most pressing issues 'right now' (4 speakers max - including a moderator).

WORKSHOPS

A 1-2 hour interactive, practical and intensive group session, designed to teach or train on a specialist subject or area to the facilitator (effectiveness, creativity, innovation, entertainment).

MASTERCLASS

A 20-minute interactive and actionable demonstration or presentation on how to master a specialist area (effectiveness, creativity, innovation, entertainment).

Get involved

For further details or more information on how to participate in the programme, please send and email to JennyL@spikes.asia

We look forward to receiving your application.

Initial content submission idea proposal template

Please use this template to outline your initial content submission idea. This will ensure that you do not miss out any vital information which the content team will need to evaluate your proposal. You may save this template as a separate word document for your submission - please use MS doc or Google doc, do not save your proposal as a PDF doc.

1. Title of your proposed content session (max. 10 words)
<< type your response here >>
Content format:
2. Synopsis (max. 120 words) and three brief and snappy bullet points
<< type your response here >>
3. Questions that your session intends to answer
<< type your response here >>

Submitted by	
Name:	Email:
Mobile number:	Job title:
Company name:	