

Spikes Asia X Campaign

Content Submission

What is Spikes Asia X Campaign?

Spikes Asia, APAC's biggest Festival of Creativity, partners with *Campaign Asia* developing a virtual content platform to inspire, educate and explore creativity in all its forms. The 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.

The Spikes Asia X Campaign 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 film sessions pushed live over one week from 22 – 26 February 2021 and the platform will be on demand access throughout March 2021.

Overarching Theme

Creativity Is The Growth Engine - is this year's theme. Now more than ever, brands and agencies have had to rethink their work processes while communicating creatively to consumers and their new way of life. The theme centers around the creative work coming from the region and the talents behind them. The programme aims to offer key insights, learnings and practical how-to sessions. Join us to explore the transformative shifts in Creativity, Effectiveness, Technology and Entertainment relevant to the branded creative communications industry today and in the future.

Key Topics

Spikes Asia X Campaign will not only showcase the most exceptional work in the region, we're looking for original and inspiring content from across Asia Pacific. 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 film:

- Measuring and proving effectiveness
- Long term v short-term brand building
- 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
- The future of commerce
- Storytelling at scale
- Brand experience (top trends and practical applications)
- Post-Purpose: Brand Accountability and Activism

Be part of the programme

We are open to your content idea submissions.

The Content Team is responsible for programming and allocating the release of your film on our website from 22 Feb – 26 Feb 2021.

Content 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 on the Spikes Asia X Campaign content platform.

The initial 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.

Submit proposals to:

Eleanor.Hawkins@Haymarket.asia

- Deadline for Initial idea submissions: 5 January 2021
- Selected content ideas will be notified by: 8 January 2021
- Deadline for final film submission: 1 February 2021

Content formats

KEYNOTE:

Short, sharp, incisive 15 to 20-minute films, focusing on a practical topic around a particular subject area (effectiveness, creativity, innovation, entertainment).

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?

PANEL DISCUSSION:

A 30 min-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).

LIVE Q&A for your session is possible and will be confirmed at a later date.

Get involved

[For further details](#) or more information on how to participate in the programme, please contact: Eleanor.Hawkins@Haymarket.asia

We look forward to receiving your application.