



SPIKES ASIA

ENTRY KIT

Getting Ready to Enter

参赛手册
参赛准备

2026 年奖项

2026 AWARDS

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音频和广播

Audio & Radio

音频和广播顶尖奖表彰的是创意制作的广播和音频。

参赛作品应展示通过卓越的音频、声学创新或在电波和电子串流媒体中讲述出色的听觉故事来传达品牌信息的作品。

- 评审考虑的标准主要是构思、执行和影响力。
- 只要所选类别相关，同一项作品在此奖项的提交次数没有总体限制。但在”类别 D。行业”内只能提交入一项类别。
- 在类别 B 及 D 内的提交作品，作品的每项执行条目都需单独提交。每项条目需在资格期限内执行。
- 在类别 A 及 C 内的提交作品如有超过一项执行条目，并可以把所有的条目一起提交，但是每项条目需在资格期限内执行。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Audio & Radio Spikes celebrates creativity that is wired for sound – work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Audio & Radio as long as the categories chosen are relevant. However, the same piece of work may only be entered once in ‘D. Audio & Radio: Sectors’.
- In sections B & D, each execution constitutes one entry, and all executions must have run within the eligibility period.
- In sections A & C, multiple executions may be entered as one entry. However, all Audio & Radio executions must have run in the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 音频和广播的创新 创新地使用音频来传达品牌的信息。通过让消费者参与并回应音频内容，增强并重振消费者的体验。 A. Innovation in Audio & Radio Innovative use of the audio medium to communicate a brand’s message. Work that enhances and reinvigorates the consumers’ experience by allowing them to engage with and respond to the audio content.	材料提交 Materials
A01. 使用音频和广播为媒介 创新性或创造性地使用音频或广播作为媒介，并证明如何以创造性和创新的方式使用该媒介来传达品牌信息。 A01. Use of Radio & Audio as a Medium The innovative or creative use of radio or audio as a medium, with evidence of how the medium was used in a creative and innovative way to communicate the brand’s message.	必须提交材料 • 案例影片 强烈建议(可选提交) • 演示影片
A02. 音频和广播技术应用 可直接提升听众体验的前瞻性创意。这可能包括但不限于：对应用程序或移动/网络技术的应用、软件开发及展示音频制作过程和传播之发展的技术。 A02. Use of Audio & Radio Technology Forward thinking ideas that directly enhance the experience of the listener. This could include, but not be limited to, use of apps or mobile/web technology, software development and technology that demonstrates a development in the production process and distribution of audio.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG • 音频文件 Compulsory • Case film Highly Recommended (Optional) • Demo film

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A03. 语音激活 创新地应用和使用语音平台与语音激活技术，打造互动/沉浸式叙事，推动参与度并提升听众体验。 A03. Voice Activation The innovative application and use of voice platforms and voice-activated technologies to create interactive/immersive storytelling that drives engagement and enhances the experience of the listener.	Optional • URL • Digital Supporting Content • Digital Supporting Images – JPG • Audio File
A04. 品牌内容 / 播客 所有音频平台上的付费、赞助或品牌资助的内容/节目，包括电台、流媒体平台、播客、节目赞助等。该内容应展现品牌信息/精神，并增强听众体验。 <i>请提供一个时长不超过30分钟的音频文件样本。</i> A04. Branded Content / Podcasts Paid-for, sponsored or brand funded content / programming on all audio platforms including radio stations, streaming platforms, podcasts, programme sponsorship, etc. Content that exemplifies the brand message / ethos and enhances the experience of the listener. <i>Please provide a sample audio file of up to 30 minutes.</i>	
A05. 内容投放 在适当的节目中，根据具体情况制作和发布赞助信息。 A05. Content Placement The contextually relevant creation and placement of sponsored messaging within appropriate programming.	
A06. 音频主导的创意 创新性地整合多种相辅相成的音频驱动元素或渠道，传播品牌信息和/或改变消费者的认知和态度。 A06. Audio-Led Creativity The innovative integration of multiple audio driven elements or channels that complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	

B. 音频和广播优化运用 B. Excellence in Audio & Radio	材料提交 Materials
B01. 音乐应用 包括原创作品、授权录音或现有录音的改编/更改版本。 B01. Use of Music Including original composition, licensed recordings or adapted / altered versions of an existing recording.	必须提交材料 • 音频文件 强烈建议(可选提交) • 演示影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Audio File Highly Recommended (Optional) • Demo film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B02. 音频设计 指定、获取、操纵或生成音频元素的过程，包括声音效果、现场录音、“氛围”等。 B02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'Atmos' etc.	
B03. 脚本 此奖项表彰剧本将品牌创意或信息创造性地转化为音频形式的能力，提升听众体验，同时满足简报要求和地区法规的限制。 <i>脚本应该是针对音频媒体的。这里不接受电影作品的脚本，除非它作为一个独立的音频内容运行。</i> B03. Script Recognises the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations. <i>Scripts should be specific to the audio medium. Scripts for film work will not be accepted here unless it ran as a standalone audio content.</i>	
B04. 选角和表演 表彰通过表演全面呈现剧本的作品，其中语音表演是广告成功的关键。这可能包括语气和节奏的把握、口音的运用或模仿等。 B04. Casting & Performance Recognises the overall delivery of the script through performance, where voice performance is integral to the success of the spot. This may include tone and pacing, use of accents or impersonation, etc.	

C. 文化与背景 通过文化洞察和区域背景使音频作品栩栩如生。 如果你提交多个执行，请将所有执行合并为一个文件上传，并在每个新执行之间留出间隔以标示开始。 C. Culture & Context Audio work that is brought to life through cultural insights and regional context. If you are submitting more than one execution, please upload all executions in a single file with a gap to denote each new execution.	材料提交 Materials
C01. 本地品牌 品牌在单一地区发布的引起特定受众共鸣的作品。 C01. Local Brand Work for brands distributed in a single locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 音频文件 强烈建议((可选提交)) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Audio File Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
C02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 C02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
C03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。作品应描述该作品是如何为特定的目标市场而设计的。 C03. Single- market Campaign Work that aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	
C04. 社会行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 C04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behavior. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
C05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 C05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	

C06. 预算突破 创造性地使用与市场/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 C06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C07. 企业宗旨和社会责任 目标驱动的工作/品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 D. 音频和广播：行业中的类别 D06. - 非营利/慈善/政府。</i> C07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or D06. Not-for-profit / Charity / Government category in section D. Audio & Radio: Sectors.</i>	
C08. 市场颠覆 针对当地/区域/全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 C08. Market Disruption Brands that have creatively adapted their strategy in response to local/regional/ global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
C09. 文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 C09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

D. 音频和广播: 业界 同一项作品在此类部内只许提交入一项类别。 D. Audio & Radio: Sectors The same entry can be submitted only once in this section.	材料提交 Materials
D01. 消费品 所有耐用快速消费品, 例如但不限于: 食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 D03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点)</i> D01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in D03. Travel, Leisure, Retail, Restaurants & Fast Food Chains.</i>	必须提交材料 • 音频文件 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Audio File Optional • URL
D02. 医疗保健 制药, 非处方药物, 健康保健。 <i>如果作品是为慈善机构/非营利组织创作的, 则此作品应提交入 D06 类别。</i> D02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into D06.</i>	• Digital Supporting Content • Digital Supporting Images JPG
D03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道, 包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店, 包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店, 包括但不限于咖啡馆和酒吧等。 D03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
D04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 D04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
D05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务, 其他商业服务, 内部和企业通讯。 D05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	

D06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 C. 文化及北境 - 类别号 C07. 企业宗旨和社会责任。</i> D06. Not- for- profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organizations. <i>All CSR work should be entered in the relevant sector and/or C07. Corporate Purpose & Social Responsibility category in section C. Culture & Context</i>	
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品牌体验和激活

Brand Experience & Activation

此品牌体验和激活顶尖奖表扬的是通过体验设计、激活、沉浸式、零售和360°客户参与的全面创意品牌建设。

作品需展示客户旅程、品牌体验和每个接触点的优化如何提高品牌亲和力和商业成功。

- 评审考虑的标准及相应加权比例如下：构思20%；策略20%；执行30%；成果30%。
- 同一项作品在此奖项只许提交最多3个不分类部的类别。但同一项作品在“A. 品牌体验和激活: 分部”内只能提交入一项类别。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Brand Experience & Activation Spikes celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

The Work will need to demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.
- The same piece of work can be entered up to three times in Brand Experience & Activation. However, the same piece of work may only be entered once in ‘A. Brand Experience & Activation: Sectors’.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 品牌体验和激活: 分部 同一项作品在此类部内只许提交入一项类别。 A. Brand Experience & Activation: Sectors The same entry can be submitted only once in this section	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	
A03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点） 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A04. 媒体 / 娱乐 音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 E. 文化及北境 - 类别号 E07. 企业宗旨和社会责任</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context</i>	

B. 接触点和科技 使用科技和多个接触点的品牌体验和激发活动。 B. Touchpoints & Technology The use of technology and multiple touchpoints across a brand experience or activation.	材料提交 Materials
B01. 手提、可移动机械和设备的使用 使用移动应用程序、便携式设备或移动技术，在品牌体验或活动中创造或加强与消费者的互动的作品。 B01. Use of Mobile & Devices Work that uses a mobile app, portable device or mobile technology to create or enhance interaction with consumers at a brand experience or activation.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • AR/VR files • Digital Supporting Content • Digital Supporting Images JPG
B02. 网站/微型网站应用 通过品牌网站或微型网站，促进与客户的互动，并提升整体品牌体验的作品。 B02. Use of Website/Microsites Work that uses branded websites or micro sites to drive engagement with customers and increase the overall brand experience.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case Film Optional • AR/VR files • Digital Supporting Content • Digital Supporting Images JPG

B03. 新现实和新兴科技 创造性地推动技术发展，并与消费者互动的活动，例如沉浸式体验、大小规模的激活、数字和现场活动。这可能包括但不限于 AI、AR、VR、XR、可穿戴技术和移动设备、语音技术、区块链技术、游戏化、虚拟世界、元宇宙和所有其他新兴平台。不包括技术尚在初始阶段的原型产物 B03. New Realities & Emerging Tech Immersive experiences, large and small scale activations, digital and live events that creatively push the boundaries of technology and engage with consumers. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG
B04. 游戏主导的品牌体验 以游戏为核心的沉浸式品牌体验，包括在现有游戏平台中进行战略性和创造性的品牌整合。这可能包括但不限于主机游戏、网络游戏、手机游戏和应用程序。 B04. Gaming-Led Brand Experience Immersive brand experiences with gaming at the core, including the strategic and creative brand integration within existing gaming platforms. This may include but is not limited to console, online, mobile games and apps.	Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case Film
B05. 数码装置 为了吸引消费者并增强互动的大小型沉浸式数字体验和活动。这可以包括但不限于VR/AR、动感椅、多屏幕和多维度体验。 B05. Digital Installations Immersive large- or small-scale digital experiences and events that are set up to engage with consumers. This may include, but is not limited to VR / AR, motion chairs, multiscreen and multidimensional experiences.	Optional - URL - AR/VR files - Digital Supporting Content - Digital Supporting Images JPG
B06. 科技主导的品牌体验 使用新的或现有的技术来加强品牌体验或激活的作品。 B06. Tech-led Brand Experience Work that uses new or existing technology to enhance a brand experience or activation.	

C. 零售体验和激活 C. Retail Experience & Activation	材料提交 Materials
C01. 零售/店内的客户体验 店内和零售活动，包括但不限于产品发布、演示、抽样活动和弹出式广告，吸引和引导消费者在其购买路径的所有渠道中参与。 C01. Customer Retail / In - Store Experience In-store and retail activities including, but not limited to, product launches, demonstrations, sampling activities and pop-ups that engage and guide consumers across all channels of their path to purchase.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
C02. 零售促销和竞赛 在线或离线的促销竞赛或激励措施，用于推动客户与品牌的互动。这可以包括但不限于社交媒体竞赛、游戏化体验、店内促销活动等。 C02. Retail Promotions & Competitions Online or offline promotional competitions or incentives used to drive customer engagement with a brand. This may include but is not limited to social media competitions, gamified experiences, in-store promotional activations, etc.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film
C03. 客户获取和保留 创造富有意义且吸引人的体验和激活活动的作品，以吸引或维持客户，鼓励客户参与，提升整体交易价值。 C03. Customer Acquisition & Retention Work that creates meaningful, engaging experiences and activations in order to attract or maintain customers, encourage customer activity and increase overall transaction value.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

D. 卓越的品牌体验 D. Excellence in Brand Experience	材料提交 Materials
D01. 线下品牌体验或激活 在消费或 B2B 活动中举行的任何现场品牌体验或激活。这可能包括但不限于装置、产品演示、贸易展览、博览会和快闪店。 D01. Live Brand Experience or Activation Any live brand experience or activation that was held at a consumer or B2B event. This may include, but is not limited to, installations, product demos, trade shows, expos and pop-ups.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D02. 游击营销和特技 利用游击营销、短期/一次性现场活动、街头团队、宣传特技和街头特技的品牌体验与激活，以推动客户参与。 D02. Guerrilla Marketing & Stunts Any brand experience or activation using guerrilla marketing, short / one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.	
D03. 赞助和品牌合作 创造即时和长期的品牌体验或活动的伙伴关系/赞助。作品将根据合作/赞助的有效程度进行评判。 D03. Sponsorship & Brand Partnership Partnerships / sponsorships that create immediate and long term brand experiences or activations. The work will be judged on how effective the partnership / sponsorship was.	
D04. 发布/重新发布 为推出或重新推出一个品牌、产品或服务而创造的品牌体验或激活活动。 D04. Launch / Re-launch Brand experiences or activations created to launch or re-launch a brand, product or service.	
D05. 360度综合品牌体验 吸引并放大品牌的信息、产品或服务的线上和线下的多渠道体验。 D05. 360 integrated Brand Experience Online and offline multi-channel experiences that engage and amplify a brand's message, product or service.	

E. 文化与背景 通过文化洞察力和区域背景的了解使作品栩栩如生。 E. Culture & Context Work that is brought to life through cultural insights and regional context.	材料提交 Materials
E01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 E01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
E02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法, 挑战现状, 创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 E02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
E03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。作品应描述该作品是如何为特定的目标市场而设计的。 E03. Single-market Campaign Work that only aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	Highly Recommended (Optional) • Case Film
E04. 社会行为 受特定受众或社区启发的作品, 以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容, 既能博受众一笑, 又能与受众建立难忘、欢乐的联系。 E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	

E06. 预算突破

创造性地使用与市场/或行业有关的最少的预算和/或资源, 创造最大的影响。作品应展示如何在资源有限的情况下, 以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。

E06. Breakthrough on a Budget

Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.

E07. 企业宗旨和社会责任

目标驱动的作品/品牌活动, 解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。

所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 品牌体验和激活: 行业中的类别 A06. - 非营利/慈善/政府。

E07. Corporate Purpose & Social Responsibility

Purpose driven work / brand activism that address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.

All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. Brand Experience & Activation: Sectors

E08. 市场颠覆

针对当地/区域/全球问题, 创造性地调整战略, 以新的方式传递品牌价值的同时关注消费者的品牌。

E08. Market Disruption

Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.

E09. 文化参与 新增

作品围绕植根于特定文化的社区生活体验, 提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份(例如残疾、性别、种族、取向、年龄)的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验, 从而推动品牌增长和影响力提升。

E09. Cultural Engagement NEW

Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.

创意 B2B

Creative B2B

创意 B2B 顶尖奖旨在表彰一系列商业产品、主张、服务、解决方案或体验，其中主要买家是商业决策者，或代表其他企业进行采购/交易的决策者/买家群体。

该作品应展示与客户建立联系、改善品牌健康度并最终推动增长的一系列短期策略和长期品牌建设战略。

- 评审考虑的标准及相应加权比例如下：创意 20%；战略 30%；执行力 20%；结果 30%。
- 只要所选类别相关，同一作品可以提交入创意 B2B 顶尖奖的次數没有总体限制。
- 对于“A06. 长期品牌建设”，资格审查日期为 2023 年 1 月 1 日至 2026 年 1 月 31 日。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Creative B2B Spikes celebrate a business product, proposition, service, solution or experience whose primary buyer is a business decision-maker or group of decision-makers/buyers who make purchases/transactions on behalf of another businesses.

The work should demonstrate a blend of short-term tactics and long-term brand-building strategies that connect with customers, improve brand health and ultimately drive growth.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea; 30% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Creative B2B Spikes as long as the categories chosen are relevant.
- For ‘A06. Long-term Brand Building’, the eligibility dates are 01 January 2023 – 31 January 2026.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 创意 B2B 由专业人士代表企业采购的任何产品或服务。 A. Creative B2B Any product or service that is purchased by professionals on behalf of businesses.	Materials
A01. 跨渠道讲述故事 新增 旨在吸引受众，放大品牌信息、产品或服务的线上或线下多渠道体验。 A01. Cross-Channel Storytelling NEW Online or offline multichannel experiences made to engage and amplify a brand’s message, product or service.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 信息表
A02. 品牌体验 新增 旨在吸引受众并加强关系以及使品牌更令人难忘的实体或数字体验。这可能包括但不限于沉浸式品牌故事讲述、体验式营销、现场推广活动、使用移动设备、VR/AR、各种装置、虚拟世界，以及多屏幕和多维体验。不包括技术尚在初始阶段的原型产物。 A02. Brand Experience NEW Physical or digital experiences that are set up to engage and strengthen relationships and make the brand more memorable. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR/AR, installations, virtual worlds and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended

A03. 内容的创新使用 新增 创造性地使用内容来增加业务或客户活动。这可能包括但不限于电影、音频和广播、品牌内容、公关等。 A03. Innovative use of Content NEW Creative use of content to increase business or customer activity. This could include, but not be limited to, film, audio and radio, branded content, PR, etc.	(Optional) - Case Film - Information Deck Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
A04. 定位和参与 新增 通过定位有效吸引新客户、提高参与度或巩固与现有客户关系的作品。该作品应展示对数据和见解的创新使用，从而增加新业务或客户活动。 A04. Targeting & Engagement NEW Work that effectively attracts new customers, drives engagement or strengthens existing customer relationships through targeting. The work should show innovative use of data and insights leading to an increase in new business or customer activity.	
A05. 有效性和衡量 新增 通过细致全面介绍、展示切实改变组织绩效的衡量技术的作品。这可能包括但不限于流量、转化率、续订率、品牌知名度、显著性、考量、衡量方面的创新等。 A05. Effectiveness & Measurement NEW Work that demonstrates deliberate and thoughtful introduction of measurement techniques that have had real impact on the performance of an organisation. This could include, but not be limited to, traffic, conversion rates, renewal rate, brand awareness, salience, consideration, innovation in measurement, etc.	
A06. 长期品牌建设 新增 展示长期的品牌亲和力和、增长和有效性的品牌定位定制化策略。方法应展示长期开展的活动如何有助于实现品牌的战略目标。 <i>此类别资格时限增加 3 年: 2023 年 1 月 1 日至 2026 年 1 月 31 日。此处提交的所有作品必须用于单一长期运行的市场活动。</i> A06. Long-Term Brand Building NEW Customised brand positioning strategies that demonstrate long-term brand affinity, growth and effectiveness. Methods should demonstrate how a long-running campaign was instrumental in achieving a brand's strategic objectives. <i>There is an increased eligibility for this category of 3 years: 01 January 2023 - 31 January 2026. All work entered here must be for a single long-running campaign.</i>	
A07. 预算突破 新增 创造性地使用与市场或/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 A07. Breakthrough on a Budget NEW Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	必须提交材料 - 数码演示图像 - JPG 强烈建议(可选提交) - 案例影片 - 信息表 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 - JPG
A08. 挑战者品牌 新增 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 A08. Challenger Brand NEW Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	Compulsory Digital Presentation Image - JPG

A09. 企业宗旨和社会责任 新增 目标驱动的作品/ 品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 A09. Corporate Purpose & Social Responsibility NEW Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	Highly Recommended (Optional) • Case Film • Information deck Optional • URL • Digital Supporting Content • Digital Supporting Images - JPG
A10. 市场颠覆 新增 针对当地/ 区域/ 全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 A10. Market Disruption NEW Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
A11.B2B 创作 新增 通过卓越的制作将创意 B2B 理念变为现实成果。这可能包括但不限于艺术指导、数字创作、电影创作、文案、插图、排版、摄影等。 A11. Craft in B2B NEW Creative B2B ideas brought to life through exceptional craft. This could include, but not be limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	
A12. 综合活动 新增 在多个平台/渠道（线上和线下）上成功传达品牌信息的作品。这项作品应展示包含品牌信息、产品或服务的 B2B 内容如何流畅地应用于各种渠道，以增强有意义的体验和客户参与度。 A12. Integrated Campaigns NEW Work that successfully carries a brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how B2B content featuring a brand's message, product or service has been seamlessly implemented on various channels to amplify meaningful experiences and customer engagement.	
A13.B2B 网红营销 新增 创造性地利用网红来推动行业对话和采购决策，提高品牌认知度，影响企业目标、社区或消费者。 A13. B2B Influencer Marketing NEW Creative use of influencers to drive industry conversation and purchase decisions and improve brand perception, impact business objectives, community or consumers.	

创意商业

Creative Commerce

此创意商业顶尖奖表扬的是创意、创新的线上与线下商业，支付解决方案和交易过程。

作品须展示在端到端客户旅程中的任何一点的创新和优化如何提高消费者参与度和商业成功。

- 评审考虑的标准及相应加权比例如下：构思30%；策略20%；执行20%；成果30%。
- 在“创意商业”中，同一件作品最多可以提交三次。在类部“A. 创意商业：分部”内只能提交一项类别。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Creative Commerce Spikes celebrate the innovative and creative approach to online and offline commerce, payment solutions and transactional journeys.

Work will need to demonstrate how innovation and optimisation at any point of the end to end customer journey led to increased consumer engagement and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% Idea, 20% strategy, 20% execution, 30% results.
- The same piece of work can be entered up to three times in Creative Commerce. However, the same piece of work may only be entered once in ‘A. Creative Commerce: Sectors’.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 创意商业：行业 同一项作品在此类部内只许提交入一项类别。 A. Creative Commerce: Sectors The same piece of work can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
A02. 医疗保健 制药，非处方药物，健康保健。 A02. Healthcare Pharma, OTC drugs, wellness.	Highly Recommended (Optional) • Case Film
A03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点） 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。	Optional • URL • Digital Supporting Content

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	• Digital Supporting Images JPG
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal and corporate communications.	

B. 商业渠道 这些类别的作品将根据商业创意和渠道创新进行评判。 B. Commerce Channels Work in these categories will be judged on commerce creativity and channel innovation.	材料提交 Materials
B01. 社交/ 网红商业 利用社交平台吸引消费者并推动商业成果的作品。 B01. Social / Influencer Commerce Work which harnesses social platforms to engage consumers and drive business results.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
B02. 移动商务 优化了客户旅程, 增加了用户粘性和商业成功的移动商务解决方案的创意应用。包括但不限于应用程序、钱包、奖励程序和超级方便。 B02. Mobile-led Commerce The creative application of mobile commerce solutions which led to the optimisation of the customer journey, increased engagement and commercial success. This may include, but is not limited to apps, wallets, reward programs and hyper convenience.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
B03. 娱乐商业 通过意想不到的合作伙伴关系和品牌体验, 实现交易性商业和娱乐内容的无缝整合。包括但不限于长篇内容, 零售剧场, 游戏, 体育, 音乐, 虚拟世界等。 B03. Entertainment Commerce The seamless integration of transactional commerce and entertainment content through unexpected partnerships and brand experiences. This could include, but not be limited to, long form content, retail theatre, gaming, sports, music, virtual worlds, etc.	Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B04. 全渠道商业 有效整合社交、数字和/或实体渠道中多个转化接触点的作品。 B04. Omnichannel Commerce Work that effectively integrates multiple conversion touchpoints in Social, digital and/or physical channels.	
B05. 商业渠道的创意应用 展示创造性地使用新技术或现有技术、平台、媒体或渠道的商业作品。 B05. Innovative Use of Commerce Channels Commerce work that demonstrates the inventive use of new or existing technology, platforms, media or channels.	
B06. 商业媒体 新增 表彰利用商业媒体空间, 为讲述品牌故事创造极佳机会的作品。该类别旨在表彰战略性地利用零售媒体网络、可购物业态和商务平台, 在消费者做出采购决策时与之建立重要联系的作品。这项作品应该展示商业生态系统中的媒体投放如何推动参与度与可衡量的企业影响。 B06. Commerce Media NEW Celebrating work that transforms commercial media spaces into powerful brand storytelling opportunities. This category recognises work that strategically harnesses retail media networks, shoppable formats, and commerce platforms to create meaningful connections at the moment of purchase decision. The work should demonstrate how media placement within the commerce ecosystem drives both engagement and measurable business impact.	

C. 参与度 本部分的创意商业作品应侧重于在线和离线吸引和打动受众。 C. Engagement Creative commerce work in this section should focus on engaging and captivating audiences both online and offline.	材料提交 Materials
C01. 目标定位、洞察力和个性化 丰富用户购物体验且提升参与度的动态内容，用于实现业务成果。 C01. Targeting, Insights and Personalisation Dynamic content that enriches the user's shopping experience and drives engagement to achieve business results.	必须提交材料 • 数码辅助图像 JPG 强烈建议(可选提交) • 案例影片
C02. 对话型商务模式 新增 使用消息服务、聊天机器人、语音助手、客户帮助等，通过实时、个性化的客户参与来改善在线购物体验的作品。 C02. Conversational Commerce NEW Work that uses messaging services, chatbots, voice assistants, customer assistance, etc. to improve the online shopping experience through real-time, personalised customer engagement.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
C03. 店内体验 包括: 线下零售促销、店铺陈列、快闪店及活动、派发产品小样/试用、限量版产品等。 C03. In-Store Experiences This could include, but not be limited to, offline retail promotions, store displays, pop-up stores and events, product sampling / trial, limited edition products, etc.	Highly Recommended (Optional) • Case Film
C04. 客户获取和保留 旨在吸引或维护客户，鼓励客户活动和增加整体交易价值的线上和线下作品，包括但不限于: 促销、竞赛、地理围栏、应用程序和社交整合等。 C04. Customer Acquisition & Retention Online and offline work designed to attract or maintain customers, encourage customer activity and increase overall transaction value. This may include, but is not limited to, promotions, competitions, geofencing, app and social integration etc.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

C05. 新现实和新兴科技 创造性地推动了商业技术的界限的沉浸式体验。包括但不限于 AI、AR、VR、可穿戴技术和移动设备、语音技术、区块链技术、Web3、游戏化、虚拟世界、元宇宙和所有其他新兴平台。不包括早期技术的原型。 C05. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within commerce. Including but not limited to AI, AR, VR, wearable tech and mobile devices, voice technology, blockchain technology, Web3, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case Film Optional - URL - AR/ VR Files - Digital Supporting Content - Digital Supporting Images JPG
C06. 品牌战略 新增 针对品牌挑战提出的创新战略解决方案，并对客户体验和参与度产生切实影响。 C06. Brand Strategy NEW Innovative strategic solutions to brand challenges that have a tangible impact on customer experience and engagement.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case Film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

D. 用户体验 此类部的商务作品应侧重于客户旅程，确保每个互动环节紧密衔接。 D. User Experience Commerce work in this section should focus on the customer journey, ensuring a seamless experience at every touchpoint.	材料提交 Materials
D01.端到端商务 新增 表彰从最初的认知到购买后的完整客户旅程。这可能包括但不限于用户体验、用户界面、用户体验模式、习俗、偏好、品牌构建等。 D01. End-to-End Commerce NEW Celebrating the entire customer journey, from initial awareness through to post-purchase. This could include, but not be limited to, UX, UI, user experience patterns, conventions, preferences, branding, etc.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D02. 电子商务网站/ 应用程序 设计和开发优质的 B2B 和 B2C 电子商务网站和应用程序，强调用户体验、功能性和转化率，以最大限度地提升销售。 D02. eCommerce Websites / Apps The creation of exceptional eCommerce B2B or B2C websites or apps. This may include, but is not limited to the seamless user experience, functionality and the conversion rate of the website /app in order to drive sales.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case Film Optional • Digital Supporting Content • Digital Supporting Images JPG

D03. 支付解决方案 支付解决方案的创造性应用。包括但不限于软件 and 应用程序，区块链技术，虚拟货币，NFT，移动钱包和奖励程序自动化，授权，超级便利和订单按钮。不包括早期技术的原型。 D03. Payment Solutions Creative use of payment solutions. This could include, but not limited to, software & apps, blockchain technology, cryptocurrencies, NFTs, mobile wallet and reward programs automation, delegated authority, hyper convenience and order buttons. Does not include prototypes of early-stage technology.	必须提交材料 ● 数码演示图像 JPG 强烈建议(可选提交) ● 案例影片 其他(可选提交) ● 网址 ● 数码辅助内容 ● 数码辅助图像 JPG
D04. 可持续商业 包括但不限于：负责任的消费和生产、包装、经济模式（如补货）、环保的运输方式、废物管理、商业利益等。 D04. Sustainable Commerce Including, but not limited to, responsible consumption and production, packaging, economic models (ie replenishment), environmentally friendly shipping options, waste management, commerce for good, etc.	Compulsory ● Digital Presentation Image JPG Highly Recommended (Optional) ● Case Film Optional ● URL
D05. 包容性商务 新增 成功设计和实施包容性商业战略的举措，这类战略旨在优先考虑可及性和对不同受众的包容性。作品通过产品创新、技术或分销等方式体现包容性，从而推动公平的经济参与，赋能更为多样化的消费者群体。 D05. Inclusive Commerce NEW Initiatives that have successfully designed and implemented commerce strategies prioritising inclusivity and accessibility for diverse audiences. Work that embraces inclusivity whether through product innovation, technology, or distribution, driving equitable economic participation and fostering a more diverse and empowered consumer base.	Optional ● Digital Supporting Content ● Digital Supporting Images JPG

E. 挑战与突破 通过文化洞察力、区域背景和先进的思维使作品栩栩如生的创意和创新作品。 E. Challenges & Breakthroughs Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	材料提交 Materials
E01. 挑战者品牌 新增 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 E01. Challenger Brand NEW Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
E02. 社会行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 E02. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film
E03. 预算突破 新增 创造性地使用与市场和/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 E03. Breakthrough on a Budget NEW Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E04. 企业宗旨与社会责任 受目标驱动的强调社会、伦理和环境问题的作品/品牌活动。作品应展示品牌宗旨如何通过将客户与文化联系起来，创造价值并影响社区。 E04. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	
E05. 幽默应用 新增 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 E05. Use of Humour NEW Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. 市场颠覆 针对当地/区域/全球问题 创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 E06. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

E07.文化参与 新增

表彰围绕植根于特定文化的社区生活体验，提供战略解决方案的市场推广者的作品。其方法反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了不同的受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。

E07. Cultural Engagement NEW

Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.

创意数据

Creative Data

此创意数据顶尖奖表扬的是概念和信息的完美相互作用。

作品应展示如何通过对数据的创造性使用、解读、分析或应用来增强该作品。数据驱动的创意必须是构思的核心，且其结果/影响必须清晰且有力。

- 评审考虑的标准及相应加权比例如下：创意/数据解决方案 20%；数据驱动战略 30%；数据使用率 30%；数据驱动成果 20%。
- 只要类别相关，同一项作品在此奖项提交次数没有总体限制。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Creative Data Spikes celebrate the interplay of ideas and information.

The work will need to demonstrate how it was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.
- There is no overall limit to how many times the same piece of work can be entered into Creative Data as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 创意数据 A. Creative Data	材料提交 Materials
A01. 社交数据及洞察力 通过使用数据或数据驱动的方法的创意作品，包括但不限于个性化和互动方法。增强功能明显地改善客户体验和成果。 A01. Data-enhanced Creativity Creative work elevated through the use of data or data-driven methods. This may include but not limited to, personalisation and interactivity. The enhancement should demonstrably improve both the customer experience and the outcome.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A02. 数据驱动的目标选择 通过数据的创造性使用或解读，以实现有效的目标定位。参赛作品应展示数据如何贡献于程序化投放或提供关键的定量洞察，以帮助定义目标、品牌信息或渠道，实现更好的个性化，或提升品牌在市场中的地位。 A02. Data-driven Targeting The creative use or interpretation of data to deliver effective targeting. The work should demonstrate how data contributed either to programmatic targeting or provided a key quantitative insight that helped define the target, brand message or channel, allowed for better personalisation or increased a brand's position in the market.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film
A03. 数据驱动的消费者产品 使用数据和研究创建的物理或数码产品。明确说明数据如何对产品开发做出贡献，以及产品如何实现业务目标。将考虑销售数据和基于数据的持续产品改进。 A03. Data-driven Consumer Product Physical or digital products created using data and research. Work which clearly demonstrates how data has contributed to the development of the product and how the product met business objectives. Sales data and ongoing data based product improvements will be considered.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

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If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A04. 数据故事 创造性地使用数据传达强有力的品牌叙述。作品应展示数据驱动的洞察如何提升消费者参与度，或如何呈现源自数据的信息，以提供成功的品牌与消费者故事。 A04. Data Storytelling The creative use of data to convey a powerful brand narrative. The work should show how data driven insight increased consumer engagement or how messages derived from data were presented to provide successful brand / consumer stories.	
A05. 数据可视化 定制复杂数据的可视化效果，以清晰、高效的方式向消费者传达信息，从而改变行为。这包括但不限于在线动态、静态、交互或实时信息图形和离线可视化，如视觉装置和激活。 A05. Data Visualisation Bespoke visualisations of complex data that communicates information clearly and efficiently to consumers in a way that led to a change in behaviour. This includes, but not limited to, online dynamic, static, interactive or real-time infographics and offline visualisations such as visual installations and activations.	
A06. 数据科技 各种形式的数据驱动技术，包括但不限于模型、工具、平台、应用程序和算法。作品必须展示数据技术的应用或发明如何改进了创意信息。作品应清楚说明数据技术如何改进了活动，包括受众、信息、渠道和交付的详情。 A06. Data Technology All forms of data driven technology, including but not limited to, models, tools, platforms, apps and algorithms. The work must demonstrate how the application or invention of data technology enhanced a creative message. The work should clearly illustrate how the data technology improved a campaign, including a breakdown of audience, message, channels and delivery.	
A07. 实时数据的使用 实时创建或使用的数据，提供动态内容或支持持续的用户关系。作品应清晰展示实时数据与创意输出之间的响应关系，说明数据如何通过使创意更具相关性、时效性或个性化，从而改善消费者体验。 A07. Use of Real-time Data Data created or used in real-time, that provides dynamic content or enables an on-going consumer relationship. The work should clearly demonstrate the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timelier or more personalised.	
A08. 社交数据和洞察力 对社交媒体平台产生的数据进行创造性解读，以瞄准、吸引或发展与特定受众或社区的关系。将考量通过战略性使用社交数据和相关的目标方法获得的见解。 A08. Social Data & Insight The creative interpretation of data specifically generated from social media platforms in order to target, engage or develop a relationship with a specific audience or community. Insights gained through the strategic use of social data and associated targeting methods will be considered.	

A09. 创意数据收集及研究 数据驱动的研究（包括市场研究）、数据来源和/或数据汇总，以提供更强有力的活动或品牌战略。作品应全面概述所选过程、研究方法、技术、渠道和/或资源如何影响整体结果。 A09. Creative Data Collection & Research Data-driven research (including market research), data sourcing and/or data aggregation, carried out in order to deliver a stronger brand strategy. The work should thoroughly outline how the selected processes, research methodologies, technologies, channels and/or resources influenced the overall outcome.	
A10. 数据整合 整合多个数据流，以提供从规划到交付创意活动或品牌战略的新见解。这可能包括但不限于数据收集、融合、来自各种来源的数据的技术支持集成以及数据流的连接。 A10. Data Integration The integration of multiple data streams to provide new insights from planning through to delivery of a creative campaign or brand strategy. This may include, but is not limited to, data collection or fusion and technology enabled integration of data from various sources and the connection of data streams.	

B. 文化与背景 立足区域背景并运用文化洞察创作出来的创意数据作品。 B. Culture & Context Creative data work that is brought to life through cultural insights and regional context.	材料提交 Materials
B01. 本地品牌 新增 品牌在单一地区发布的引起特定本地目标受众共鸣的数据驱动型作品。 B01. Local Brand NEW Data-driven work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
E02. 挑战者品牌 新增 为了应对竞争对手的压力而创造性地调整方法、突破现状的品牌。该作品使用创新手法或对数据进行创新解读，为行业带来变革性影响。 E02. Challenger Brand NEW Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo. Work that uses innovative applications or interpretations of data to produce impactful work that disrupts their segment.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
E03. 单一市场活动 新增 只在单一国家/地区/市场播出或运行的数据驱动型作品。作品应描述该作品是如何为特定的目标市场而设计的。 E03. Single-market Campaign NEW Data-driven work that aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E04. 社会行为 新增 受特定受众或社区启发且利用相关数据的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 E04. Social Behaviour NEW Work that leverages data inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. 幽默应用 新增 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 E05. Use of Humour NEW Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	

E06. 预算突破 新增 创造性地使用与市场/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，借助对数据的创造性应用、全新的洞察力、明智的支出和令人信服的战略思维解决商业问题 E06. Breakthrough on a Budget NEW Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how the creative use of data, fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. 企业宗旨和社会责任 新增 目标驱动的作品/品牌活动，解决社会、道德和环境问题。作品应展示对数据的创造性应用如何将客户与文化联系起来，从而帮助升华品牌的宗旨、创造更大价值。 E07. Corporate Purpose & Social Responsibility NEW Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the creative use of data helped to elevate the brand's purpose and created value by connecting customers to culture.	
E08. 市场颠覆 新增 针对当地/区域/全球问题，创造性地调整战略的品牌。作品应展示，对数据的创造性应用如何有助于以新的方式传递品牌价值，并体现对消费者的关怀。 E08. Market Disruption NEW Brands that have creatively adapted their strategy in response to local / regional / global issues. The work should demonstrate how the creative use of data helped embrace new ways of delivering their brand while showing consideration for the consumer.	
E09. 文化参与 新增 表彰围绕植根于特定文化的社区生活体验，提供战略解决方案的市场推广者的（数据驱动型）作品。其方法反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。。这些洞察揭示了不同的受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 E09. Cultural Engagement NEW Data-driven work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

创意实效

Creative Effectiveness

创意实效顶尖奖表彰的是对客户业务引发可衡量影响的创意作品。

作品需要证明根植于创意的有效策略是如何实现其选定的商业目标，如何产生积极的客户成果并随着时间的推移推动可持续的商业影响。

- 评审考虑的标准及相应加权比例如下：创意25%；策略25%；影响度和成果50%。
- 同一作品最多可以提交入“创意有效性”3次。但是，同一作品只能提交入“A. 创意有效性：行业”。
- 要获得资格，您的作品必须在2023年、2024年或2025年赢得或入围亚洲顶尖奖。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Creative Effectiveness Spikes celebrates the measurable impact of creative work.

The work will need to demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, generated customer outcomes and driven sustainable business impact over time.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- The same piece of work can be entered up to three times in Creative Effectiveness. However, the same piece of work may only be entered once in ‘A. Creative Effectiveness: Sectors’.
- To be eligible your work must have won or been shortlisted at Spikes Asia in 2023, 2024 or 2025.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 创意实效: 分部 本分部的作品应侧重于在特定部门取得的成效，以及工作是否达到或超过其目的和目标。 同一项作品在此类部内只许提交入一项类别。 A. Creative Effectiveness: Sectors Work in this section should focus on effectiveness achieved in a particular sector, and whether the work achieved or exceeded its objectives and goals. The same entry can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）。</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains.</i>	必须提交材料 • 在线提交表格 • 客户批准函 其他(可选提交) • 网址 • 创意实效附录 • 其他数码辅助图像 JPG Compulsory • Online Form • Client Approval Letter Optional • URL • Appendix • Digital Supporting Image JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	

A03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点） 旅游 – 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 – 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 – 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 – 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A04. 媒体 / 娱乐 音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media/Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A 06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等。 <i>所有关于企业社会责任的作品均应提交入相应类别和/或类部 B. 多市场的 B03 类别 – 公益创意实效类别。</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All corporate social responsibility work should be entered in the relevant sector and/or B03. Creative Effectiveness for Good category in section B. Multi Market.</i>	

B. 市场 作品内容应说明如何使品牌在选定的市场中有效地实现其目标。 B. Market Work in this section should demonstrate how the work enabled the brand to effectively achieve their objectives in a chosen market.	材料提交 Materials
B01. 单一市场 在以单一目标市场为核心的单一市场中实施的作品。参赛作品应描述它是如何为目标市场设计的，以及取得的实际业务结果。 B01. Single Market Work that has been implemented in a single market with a single target market at its core. The work should describe how it was designed for the target market and how the tangible business results achieved.	必须提交材料 • 在线提交表格 • 客户批准函 其他(可选提交) • 网址 • 创意实效附录 • 其他数码辅助图像 JPG Compulsory • Online Form • Client Approval Letter Optional • URL • Appendix • Digital Supporting Image JPG
B02. 多市场 在多个市场实施的作品。作品应说明如何针对多个市场进行设计，以及如何取得的实际业务成果。 B02. Multi Market Work that has been implemented across multiple markets. The work should describe how it was designed for multiple markets and how the tangible business results were achieved.	
B03. 公益创意实效 表扬以社会目的为核心的创意作品的可衡量的影响。参赛作品应是为慈善机构、非营利组织或政府机构设计的，或者是能够证明他们与非营利组织合作的品牌。参赛作品应说明该活动如何推动了切实的成果，对文化变革起到了重要作用，或对实现品牌的目的不可或缺。 B03. Creative Effectiveness for Good Celebrating the measurable impact of creative work with social purpose at the heart. The work should be for a charity, non-profit or government body or for brands who can demonstrate they worked in partnership with a not-for-profit organisation. The work should illustrate how the campaign drove tangible results and was instrumental to cultural change or integral to achieving a brand's purpose.	

C. 品牌挑战与机遇 此类别的作品应关注所确定的品牌挑战或机会。参赛作品应解释其策略反应，以及所选择的具体渠道和触点及其原因。 C. Brand Challenges & Opportunities Work in these categories should focus on the brand challenge or opportunity identified. The work should explain their strategic response, as well as specific channels and touchpoints chosen and why.	材料提交 Materials
C01. 发布 为发布新产品、服务或品牌而创作的作品。 C01. Launch Work created to launch a product, service or organization.	必须提交材料 • 在线提交表格 • 客户批准函 其他(可选提交) • 网址 • 创意实效附录 • 其他数码辅助图像 JPG
C02. 品牌重塑 为任何产品、服务或组织重新品牌或刷新现有品牌形象的作品。 C02. ReBrand Rebrand/refresh of an existing brand identity for any product, service or organisation.	Compulsory • Online Form • Client Approval Letter
C03. 客户获取 有效吸引新客户或推动新参与的作品。参赛作品应显示新业务或客户活动的增加。 C03. Acquisition Work that effectively attracts new customers or drives new engagement. The work should show an increase in new business or customer activity	Optional • URL • Appendix • Digital Supporting Images JPG
C04. 客户留住 增强或巩固现有客户关系的作品。该作品应展示新业务或客户活动的增加。 C04. Retention Work that enhances or strengthens existing customer relationships. The work should show an increase in new business or customer activity.	
C05. 实时反应 对世界事件、公共事务和其他现实世界的实时活动作出反应的有效目标作品，促使社会分享和可衡量的反应。 C05. Real-time Response Effective targeted work which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
C06. 延续成效 表扬带有长期影响的创意作品。作品应展示长期运行的活动是如何推动有形的商业成果，对文化变革有帮助，或对实现一个品牌的目的不可或缺。参赛作品必须展示几年来的成果。 C06. Sustained Success Celebrating the long-term impact of creative work. The work should demonstrate how a long running campaign drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose. The work in this category must show results over several years.	

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

C07. 合作 表扬品牌与代理商或合作机构之间为实现商业目标而合作的创意作品所产生的可衡量的影响。参赛作品应展示合作努力是如何推动切实的商业成果的。 C07. Collaboration Celebrating the measurable impact of creative work that is the result of a collaboration between brands and agencies or partner agencies to achieve a business goal. The work should demonstrate how the collaborative effort drove tangible business results.	必须提交材料 - 在线提交表格 - 客户批准函 其他(可选提交) - 网址 - 创意实效附录 - 其他数码辅助图像 JPG Compulsory - Online Form - Client Approval Letter Optional - URL - Appendix - Digital Supporting Images JPG
C08. 预算突破 创造性地使用与市场和/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 C08. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C09. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 C09. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
C010. 市场颠覆 针对当地/区域/全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 C010. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

创意策略

Creative Strategy

创意策略尖峰奖主要表彰创意背后的创意，战略规划如何重新定义一个品牌、重塑其业务、影响消费者或更广泛的文化。

作品将需要展示对商业/品牌挑战的特殊解释，突破性的思维和转型的解决问题的方法，从而达成引人注目的创造性战略。

- 评审考虑的标准及相应加权比例如下：解读商业/品牌挑战30%；洞察力突破性思维30%；创意20%；结果/成效20%。
- 同一件作品最多可以在创意策略中参赛三次。
- 创意策略顶尖奖的参赛资格期限为 2023 年 1 月 1 日至 2026 年 1 月 31 日，且参评策略在参赛资格期限内应为首次实施，但“C04 长期策略”类别除外，该类别的参赛资格期限为 2021 年 1 月 1 日至 2026 年 1 月 31 日。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Creative Strategy Spikes celebrates the idea behind the idea – how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

The work will need to demonstrate exceptional interpretation of the business / brand challenge, breakthrough thinking and transformational problem solving that led to compelling creative strategy.

- A number of criteria will be considered during judging and weighted as follows: 30% interpretation of business / brand challenge ; 30% insight breakthrough thinking ; 20% creative idea ; 20% outcome / results.
- The same piece of work can be entered up to three times in Creative Strategy.
- The Creative Strategy Spikes eligibility dates are 01 January 2023 – 31 January 2026, where the strategy being judged was first implemented within the eligibility period. For 'C04 Long-term Strategy', the eligibility dates are 01 January 2021 – 31 January 2026.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 创意策略：行业 同一参赛作品在本类别中只能提交一次。 A. Creative Strategy: Sectors The same entry can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有快速消费品和耐用消费品，包括食品和饮料、洗漱用品、清洁产品、其他家庭用品、其他快速消费品、服装和配件、家具、消费电子产品、汽车和汽车产品及服务。 A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services.	必须提交材料 • 信息表 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 创意实效附录 • 数码辅助内容 • 数码辅助图像JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	Compulsory • Information Deck Highly Recommended

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A03. 旅游，休闲，零售，餐饮业及快餐连锁店 旅游 – 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 – 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 – 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 – 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel- related services, including public transport and tourism boards. All entertainment- and leisure related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	(Optional) • Case Film Optional • URL • Appendix • Digital Supporting Content • Digital Supporting Images JPG
A04. 媒体 / 娱乐 音乐、电影、电视、出版物及媒体、书籍、新闻、数码平台，其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有企业社会责任作品应参加相关类目的/或C挑战与突破 中的C05企业宗旨与社会责任类别</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or C05. Corporate Purpose & Social Responsibility category in section C. Challenges & Breakthroughs</i>	

B. 洞察与研究 B. Insights & Research	材料提交 Materials
B01. 数据 & 分析 通过对数据的深刻分析和解释, 揭示出一个清晰的商业问题/机会。包括但不限于使用数据科学、委托研究、在线行为数据、统计分析、销售信息、消费者第一方数据等。 B01. Data & Analytics Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem / opportunity. Including, but not limited to, the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data etc. B02. 受众洞察力 对受众/消费者的深入了解如何对企业产生变革性影响。展示如何应用行为科学, 建立和创造受众画像的作品。这可能包括但不限于行为经济学、消费者洞察、社交倾听、文化趋势、人种学、体验地图描绘、神经科学等。 B02. Audience Insight How deep understanding of the audience/consumers has created a transformative effect on the business. Work that demonstrates the application of behavioural science in relation to building and creating the audience profile. This may include but isn't limited to behavioural economics, consumer insight, social listening, cultural trends, ethnography, experience mapping, neuroscience, etc.	必须提交材料 - 信息表 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 创意实效附录 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Information Deck Highly Recommended (Optional) - Case Film Optional - URL - Appendix - Digital Supporting Content - Digital Supporting Images JPG
C. 挑战与突破 C. Challenges & Breakthroughs	材料提交 Materials
C01. 挑战者品牌策略 表彰创造性地适应竞争压力, 挑战现状, 创造出使用进步思维和创新创造力的改变游戏规则的作品品牌。作品应通过挑战品牌范畴内占主导地位的叙事惯例, 展示核心战略思想及其对品牌价值的积极影响。 C01. Challenger Brand Strategy Celebrating brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity. The work should demonstrate the core strategic thought and its positive effect on brand value by challenging the dominant narrative conventions in their category. C02. 预算突破 创造性地使用与市场/或行业有关的最少的预算和/或资源, 创造最大的影响。作品应展示如何在资源有限的情况下, 以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 C02. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources. C03. 多市场策略 成功翻译和整合跨多个市场的战略。如何将全球战略应用于特定市场, 以推动切实的业务成果或实现品牌目标。 <i>参赛作品应确定至少三个适用该战略的国家/地区。</i>	必须提交材料 - 信息表 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 创意实效附录 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Information Deck Highly Recommended (Optional) - Case Film Optional - URL - Appendix - Digital Supporting Content - Digital Supporting Images JPG

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C03. Multi-market Strategy Successful translation and integration of strategy across multiple markets. How a global strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose. <i>Entries should identify a minimum of three countries / regions the strategy was applied to.</i>	
C04. 长期战略 表彰长期战略的创造力。此作品应该证明长期战略如何有助于实现品牌目标、推动用户参与和塑造品牌形象。 <i>该类别的资格增加了5年以上: 2021年1月1日至2026年1月31日。此处提交的所有作品必须用于单一长期运行的市场活动。</i> C04. Long-term Strategy Celebrating the creativity of long-term strategy. The work should demonstrate how a long-running strategy was instrumental to achieving a brand's purpose, driving engagement and shaping brand identity. <i>There is an increased eligibility for this category of 5+ years: 1 January 2021 - 31 January 2026. All work entered here must be for a single long-running campaign.</i>	
C05. 企业宗旨和社会责任 目标驱动的工作/品牌行动, 解决社会、道德和环境问题。品牌的目的是如何通过将顾客与文化联系起来创造价值并影响社区的。 C05. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that addresses social, ethical and environmental issues. How the brand's purpose has created value and impacted communities by connecting customers to culture.	
C06. 市场颠覆 针对当地/区域/全球问题, 创造性地调整战略, 以新的方式传递品牌价值的同时关注消费者的品牌。 C06. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
C07. 文化参与 新增 表彰围绕植根于特定文化的社区生活体验, 提供战略解决方案的市场推广者的作品。其方法反映和解读了习俗、行为和传统的细微差别如何塑造对身份(例如残疾、性别、种族、取向、年龄)的基本观念。这些洞察揭示了不同的受众如何选择品牌和媒体体验, 从而推动品牌增长和影响力提升。 C07. Cultural Engagement NEW Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

D. 伙伴关系与前景 D. Partnerships & Perspectives	材料提交 Materials
D01. 勇敢品牌 出色的品牌勇气，包括与挑战相关的进步思维。冒险是如何为品牌带来切实的成果的。 D01. Brave Brands Outstanding brand bravery including progressive thinking relating to a challenge. How risk-taking has produced tangible results for the brand.	必须提交材料 - 信息表 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 创意实效附录 - 数码辅助内容 - 数码辅助图像JPG Compulsory - Information Deck Highly Recommended (Optional) - Case Film Optional - URL - Appendix - Digital Supporting Content - Digital Supporting Images JPG
D02. 合作 庆祝创意代理、媒体和/或品牌之间的交汇。该作品应展示对品牌有深刻共同理解，并通过统一的合作关系来实现最佳成果。 D02. Collaboration Celebrating the intersection between creative agency and/or media and/or brand. The work should demonstrate the focus on the existence of a deep shared understanding of the brand and a unified working relationship to achieve the best possible results.	必须提交材料 - 信息表 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 创意实效附录 - 颁奖典礼展示影片 - 数码辅助内容 - 数码辅助图像JPG Compulsory - Information Deck Highly Recommended (Optional) - Case Film Optional - URL - Appendix - Awards Show Film - Digital Supporting Content - Digital Supporting Images JPG

E. 卓越的创意策略 E. Excellence in Creative Strategy	材料提交 Materials
E01. 体验与关系模型 创造性的客户体验活动，通过无缝衔接数字和实体接触点之间的旅程和/或创新品牌与消费者间的互动途径，加强与客户的关系。 E01. Experience and Relationship Models Creative customer experience initiatives that strengthen relationships with customers by creating seamless journeys across digital and physical touchpoints and/or offer new routes of engagement between brand and consumer.	必须提交材料 - 信息表 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 创意实效附录 - 数码辅助内容 - 数码辅助图像JPG Compulsory - Information Deck
E02. 品牌战略 表彰品牌的核心战略定位。作品应展示如何实现价值主张、使命、叙事和品牌定位，并最终让客户对品牌重新产生兴趣，使品牌获得更强的亲和力并走向商业成功。 E02. Brand Strategy Rewarding the core, strategic positioning of a brand. The work should demonstrate how the value proposition, mission, narrative and brand positioning was achieved, and ultimately led to renewed interest, higher brand affinity and commercial success.	Highly Recommended (Optional) - Case Film Optional - URL - Appendix - Digital Supporting Content - Digital Supporting Images JPG

设计

Design

设计顶尖奖旨在表彰视觉工艺。

该作品应展示创造性的方法，利用视觉和战略设计建立强大的品牌联系，吸引受众，并通过有凝聚力、有影响力的沟通留下持久的印象。

- 评审考虑的标准及相应加权比例如下：构思 40 %；执行 40%；成果 20 %。
- 只要所选类别相关，同一项作品在此奖项提交次数没有总体限制。
- 所有提交至“A04.产品设计”类别的作品必须可供购买，方有资格参赛。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Design Spikes celebrate visual craftsmanship.

The work should demonstrate creative approaches that use visual and strategic design to build strong brand connections, engage audiences, and leave lasting impressions through cohesive, impactful communication.

- A number of criteria will be considered during judging, weighted as follows: 40% idea; 40% execution; 20% results.
- There is no overall limit to how many times the same piece of work can be entered into Design as long as the categories chosen are relevant.
- All work entered into category 'A04. Product Design' must be available for purchase in order to be eligible.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 品牌设计 卓越的视觉传达和设计，在各种平台上有效地传达信息。 A. Brand Design Excellence in visual communication and design that effectively conveys messages across various platforms.	材料提交 Materials
A01. 品牌/企业形象 为任何品牌、产品、服务或组织创造一个新的品牌或企业形象。这可能包括但不限于徽标、文具和其他品牌物料。 <i>请注意，这必须是针对一个新的品牌或企业形象。</i> A01. Brand/Corporate Identity Creation of a new brand or corporate identity for any product, service or organisation. This can include, but not be limited to, logos, stationery, and other branded materials. <i>Please note this must be for a new brand or corporate identity.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A02. 重塑品牌/ 更新现有品牌 对任何产品、服务或组织的现有品牌标识进行重塑/ 刷新。 <i>请提供以前品牌的例子进行比较。</i> A02. Rebrand / Refresh of an existing Brand Rebrand / refresh of an existing brand identity for any product, service or organisation. <i>Please provide examples of the previous branding for comparison.</i>	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Physical support material

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	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A03.包装设计 新增 表彰增强品牌体验的创新和有效的包装。 <i>请寄来实物样品并提供实物样品的演示影片，供评审团体验。</i> A03. Packaging Design NEW Celebrates innovative and effective packaging that enhances the brand experience. <i>Please send physical samples for the jury to experience. Please also provide a demo film of the physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A04.产品创新 新增 通过形式、功能、可用性、美学、解决问题、生产、研究和可制造性在消费品和医疗产品领域，通过功能和美学解决方案展现品牌品质/产品形象，以提升品牌价值的设计。 <i>该产品必须在 2025 年 1 月 1 日至 2026 年 1 月 31 日期间有售。请寄来实物样品并提供实物样品的演示影片，供评审团体验。</i> A04. Product Design NEW Design that increases brand value through functional and aesthetic resolution demonstrating brand qualities/product identity across consumer goods and medical products through form, function, usability, aesthetics, problem-solving, production, research and manufacturability. <i>The product must have been available for purchase between 01 January 2025 and 31 January 2026. Please send physical samples for the jury to experience. Please also provide a demo film of the physical samples for the jury to experience.</i>	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A05.出版与编辑设计 新增 这可能包括但不限于杂志、报纸、画册或刊文。 <i>在线出版物应提交入“A07.数字设计”类别。</i> A05. Publications & Editorial Design NEW This could include, but not be limited to, magazines, newspapers, brochures or articles. <i>Online publications should be entered into A07. Digital Design.</i>	
A06.书籍 包括但不限于印刷书籍的编辑和封面设计。请在提交的作品中说明供评审/考虑的对象是书籍封面还是整本书。 <i>电子书应进入 A07. 数字和互动设计。</i> A06. Books Including, but not limited to, editorial and cover design for printed books. The submission should indicate whether only the cover or the whole book should be considered/judged. <i>E-Books should be entered into A07. Digital Design.</i>	

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A07. 数码与互动设计 设计的执行用以辅助数码产品的功能和使用。包括但不限于网站、在线出版物、数码装置、应用程序、数据可视化、虚拟世界等。不包括早期技术的原型。 A07. Digital Design The execution of design to aid the function and use of the digital product. This may include, but is not limited to, websites, online publications, digital installations, apps, data visualisation, virtual worlds, etc. Does not include prototypes of early-stage technology.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Demo Film Optional • URL • Digital Supporting Content • Digital Supporting Image JPG
A08. 品牌环境与体验设计 作品专注于品牌故事或信息在空间和时间上的个人体验，展示目标受众如何通过作品获得非凡、有意义而难忘的体验。这可能包括但不限于零售环境、快闪店、展台或品牌内饰等。 A08. Brand Environment & Experience Design Work focused on the personal experience of the brand story or message as told in space and in time, demonstrating why the target audience found the experience remarkable, meaningful and memorable. This may include, but not be limited to, retail environments, pop-up stores, exhibition stands or branded interiors, etc.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

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A09.设计驱动的有效性 新增 产生可衡量、切实的业务成果的作品。该作品应详细说明如何衡量和评估有效性，并应展示该作品对于文化变革的重要性或对于实现品牌宗旨的必要性。 A09. Design-Driven Effectiveness NEW Work that has produced measurable, tangible business results. The work should detail how effectiveness was measured and evaluated and should demonstrate how the work was instrumental to cultural change or integral to achieving a brand's purpose.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A10. 品牌宣传品 用于推广品牌并支持产品或服务销售与营销的媒体集合。这可以包括但不限于新闻/媒体资料包、游戏、品牌文具等。 A10. Brand Collateral Collection of media used to promote the brand and support the sales and marketing of a product or service. This could include, but not be limited to, press/media kits, games, branded stationery, etc.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A11.特别版和定制商品 小批量生产的国内消费品和产品，以及定制的一次性产品。 A11. Special Editions & Bespoke Items Domestic consumer objects and products that are produced in a low-volume series, as well as bespoke, one-off items.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

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A12. 社交媒体设计 新增 旨在通过社交媒体平台提高参与度的设计执行。这可能包括但不限于 Facebook、Instagram、X、Snapchat、TikTok 和其他社交媒体平台。 A12. Social Media Design NEW The execution of design with the intention of increasing engagement through social media platforms. This may include, but is not limited to, Facebook, Instagram, X, Snapchat, TikTok and other social media platforms.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case Film Optional • Digital Supporting Content • Digital Supporting Images JPG
A13. 海报 用于推广和品牌传播的海报设计。 2 个以上的海报执行应作为一个单一的作品提交。为其他媒体构思并应用于海报格式的概念，不符合本类别的要求。 A13. Posters Poster design for the use of promotion and brand communication. <i>Poster campaigns of more than two executions should be entered together as a single entry. Concepts developed for another medium and applied to a poster format are not eligible in this category.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

A14. 促销品/促销印刷媒体 这可能包括但不限于日历、邀请函、明信片、票券和季节性贺卡、服装、促销礼品和样品等。 A14. Promotional Items/Promotional Printed Media This could include, but not be limited to, calendars, invitations, postcards, tickets and seasonal greeting cards, clothing, promotional gifts and samples, etc.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
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B. 变革性设计 专注于创新、有影响力和前瞻性作品的变革性设计，其超越传统方法，创造有意义的变革。 B. Transformative Design Transformational design focusing on innovative, impactful, and forward-thinking work that goes beyond traditional approaches to create meaningful change.	材料提交 Materials
B01. 包容性设计 新增 优先考虑包容性，确保不同受众的可访问性和参与度的设计作品。该作品应展示对包容性设计原则的深刻理解，接纳不同的观点和需求，包括残疾人、代表性不足的社区和不同社会文化背景的观点和需求。 B01. Inclusive Design NEW Design work that prioritises inclusivity, ensuring accessibility and engagement for a diverse audience. The work should demonstrate a deep understanding of inclusive design principles, embracing diverse perspectives and needs, including those of individuals with disabilities, underrepresented communities, and varying socio-cultural backgrounds.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
B02. 以可持续发展为中心的设计 新增 通过创新设计和信息传递来倡导可持续发展的设计作品。该作品应表现出对环境管理、道德实践和社会责任的明确承诺，并将这些价值观融入作品的核心。 B02. Sustainability-Focused Design NEW Design work that champions sustainability through innovative design and messaging. The work should demonstrate a clear commitment to environmental stewardship, ethical practices, and social responsibility, integrating these values into the core of the work.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film
B03. 设计创新 新增 利用新技术、媒介或创意方法，突破传统设计作品界限的开创性或实验性设计。 B03. Innovation in Design NEW Groundbreaking or experimental design that pushes the boundaries of traditional design work, utilising new technologies, mediums or creative approaches	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B04. 新兴技术的使用 新增 表彰人工智能、AR/VR 等尖端技术的整合，以创造创新和变革性的设计体验。 B04. Use of Emerging Technology NEW Recognises the integration of cutting-edge technologies, such as AI, AR/VR, etc, to create innovative and transformative design experiences.	
B05. 行为改变设计 新增 设计解决方案能够成功影响和激发积极行为改变。该作品应展示设计如何通过视觉传达、用户体验或产品创新被战略性地用于改变习惯、态度或行动，以实现与社会、安全或健康等相关的预期结果。 B05. Design for Behavioural Change NEW Design solutions that successfully influence and inspire positive behavioural change. The work should demonstrate how design, through visual communication, user experience, or product innovation, has been strategically used to alter habits, attitudes, or actions toward a desired outcome—whether social, safety, or health-related.	

B06. 品牌转型 新增

在改变品牌形象方面发挥了关键作用的卓越设计作品。该作品应展示如何战略性地使用以设计为主导的思维来振兴或重塑品牌，无论是通过彻底的品牌重塑、视觉更新还是沟通方式的转变。

B06. Brand Transformation NEW

Exceptional design work that has played a pivotal role in transforming a brand' s identity. The work should demonstrate how design-led thinking has been strategically used to revitalize or reinvent a brand, whether through a complete rebrand, a visual refresh, or a shift in communication style.

数码技能

Digital Craft

数码技能顶尖奖表彰技术艺能。

作品需在数字环境中展示卓越的形式与功能；体现完善的设计、精湛的执行，并为所有数字平台提供出色的用户体验，从而推动品牌向前发展。

- 评审考虑的标准主要是执行和客户体验。
- 同一作品提交数字工艺的次数没有总体限制。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Digital Craft Spikes celebrate technological artistry.

The work will need to demonstrate exceptional form and function in a digital context. It should have a flawless design, masterful execution, and offer an outstanding user experience created for all digital environments that moves a brand forward.

- The main criteria considered during judging will be the execution and experience.
- There is no overall limit to how many times the same piece of work can be entered into Digital Craft.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 形式 作品的创意音响和视觉上的整体美观。 A. Form The overall creative aesthetic value of the work entered in both sound and visuals.	材料提交 Materials
A01. 数字插图 & 图像设计 在数字环境中创造性地应用插图，以及对包括照片在内的静态图像进行数字处理。 A01. Digital Illustration & Image Design Creative application of illustration within a digital context and digital manipulation of still imagery including photography.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 演示影片 其他(可选提交)
A02. 视频/ 动画影像 创意性地使用在线视频和数码素材，其中涉及技术技能，这包括但不限于360 和交互式视频。 A02. Video / Moving Image Creative use of online video and digital footage with technical skill involved. This includes but not limited to 360 and interactive video.	• AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL
A03. 动态图形设计与动画 新增 在数字环境中创造性地使用动态图形设计和动画。 A03. Motion Graphics Design & Animation NEW Creative use of motion graphics design and animation in a digital context.	Highly Recommended (Optional) • Demo Film Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

A04. 音乐/ 声音设计 在作品中创造性地使用音乐和/或声音设计。包括但不限于声音品牌化、音乐与品牌的合作，以及由音乐引发的作品。 A04. Music/ Sound Design Creative use of music and/or sound design. This includes but is not limited to sonic branding, music/brand partnerships and music-initiated work.	
A05. 整体美学设计（包括用户界面） 在图形设计的审美构成和流动性方面的总体成就。 A05. Overall Aesthetic Design (incl. UI) The overall achievement in aesthetic composition and fluidity of graphic design.	
A06. 用户体验和行程设计 设计实践专注于用户对数字产品或服务的情感和行为反应，确保在每个互动点都提供相关、无缝且一致的用户体验，特别强调整体支持、结构和可用性。 A06. UX & Journey Design Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.	
A07. 体验设计：多平台 沉浸式的大型或小型数字体验和活动，旨在吸引和加强与消费者的关系。这可能包括但不限于VR、AR、装置、语音激活技术、多屏幕/多维体验、元宇宙和虚拟世界。不包括早期技术的原型。 A07. Experience Design: Multi-platform Immersive large- or small-scale digital experiences and events which are set up to engage and strengthen relationships with the consumer. This may include, but is not limited to VR, AR, installations, voice-activated technologies, multiscreen / multidimensional experiences, metaverse and virtual worlds. Does not include prototypes of early-stage technology.	

B. 内容 利用数据和人工智能的呈现来增强品牌体验。 B. Content The creative use of content, placement and delivery of messages in a digital context..	材料提交 Materials
B01.跨渠道讲述故事 新增 创建开发或体现品牌形象的跨平台数字内容。这可能包括但不限于桌面平台、富媒体、移动设备、可穿戴装备、户外装置、广告牌、零售体验等载体或场景中的内容。 B01. Cross-Channel Storytelling NEW Creation of cross-platform digital content that develops or embodies a brand identity. This may include, but is not limited to, desktop, rich media, mobile, wearable technology, outdoor installations, billboards, retail experiences, etc..	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 演示影片
B02.实时上下文内容 新增 创建实时或近乎实时的内容，使品牌能够以即时和有意义的方式响应全球事件、公共事务和其他现实世界的实时活动。 B02. Real-Time Contextual Content NEW Creation of real-time or near-real-time content allowing brands to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way.	其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL
B03.个性化故事讲述与体验 新增 为特定受众创建的动态、直观、有针对性和高度相关的内容或数字体验。 B03. Personalised Storytelling & Experience NEW Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences..	Highly Recommended (Optional) • Demo Film Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
B04.卓越的图像描述 新增 制作精美且卓有成效的图像描述，用于为盲人和弱视者传达信息、营造氛围和传递品牌信息。 <i>图像描述应完整、准确和简洁，并且所有作品必须在资格期内运营存续。</i> B04. Excellence in Image Description NEW Beautifully crafted and effective image descriptions used to convey information, establish a mood and express a brand for people who are blind and partially sighted. <i>The image description should be complete, accurate, and concise and all work must have run within the eligibility period.</i>	

C. 数据与人工智能 利用数据和人工智能的呈现来增强品牌体验。 C. Data & AI The presentation of data and artificial intelligence used to enhance brand experience.	材料提交 Materials
C01. 数据讲故事 创造性地使用数据来传达品牌故事。该作品应展示如何利用策划策划的数据/洞察力，以便与特定受众、文化或社区接触或发展有意义的关系。 C01. Data Storytelling The creative use of data to convey a brand story. The work should demonstrate how the curated data / insight was used in order to engage or develop a meaningful relationship with a specific audience, culture or community.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 演示影片 其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Demo Film Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
C02. 数据可视化 数码数据和洞察力的创造性视觉表现和呈现。 C02. Data Visualisation Creative visual representation and presentation of digital data and insights.	
C03. 数据策划 创意地收集、跟踪和利用多个数据源，以独特且显著的方式提供战略性和创意性洞察的用户体验或设计/内容。这可能包括但不限于非传统界面、用户数据捕获、人工智能、机器学习、社交倾听/分析、GPS、物联网、生物识别等。 C03. Curation of Data The creative collection, tracking and use of multiple source of data to deliver a strategically and creatively insightful user experience or piece of design/ content in a unique and significantly way. This may include, but is not limited to, non-traditional interfaces, user data capture, artificial intelligence, machine learning, social listening/ analytics, GPS, internet of things, biometrics, etc.	
C04. AI 叙事 创造性地使用人工智能与特定受众或社区互动或建立有意义的关系。作品应展示如何利用真正的智能或机器学习技术。 C04. AI Storytelling The creative use of artificial intelligence to engage or develop a meaningful relationship with a specific audience or community. The work should demonstrate how true intelligence or machine learning was utilised.	

D. 科技 该应用技术作为创造性数字内容的一个平台的价值，以及它是如何执行以增强用户体验的。 D. Technology The value of the applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	材料提交 Materials
D01. 创新使用技术 用于提升用户体验和/或品牌传播的现有技术或新技术。包括但不限于智能自动化、人工智能应用、聊天机器人、虚拟化身、虚拟网红、实用应用程序、按需服务、内容众包/分发、云服务和市场。不包括早期技术原型。 D01. Innovative Use of Technology Existing or new technology used to enhance the user experience and/or brand communication. This could include, but not limited to, smart automation, AI applications, chatbots, avatars, virtual influencers, utility apps, on-demand services, content crowdsourcing / distribution, cloud services and marketplaces. Does not include prototypes of early-stage technology.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 演示影片 其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG
D02. 原生和内置功能集成 创造性地使用移动/桌面或其它数码设备的内置功能和现有的一体化功能，包括摄像头、麦克风、触摸屏、蓝牙、移动传感器、GPS 等。 D02. Native & Built- in Feature Integration The creative use of built-in and existing integral features of a mobile/ desktop or other digital device. This includes cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS etc.	Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Demo Film
D03. 数码技能的技术成果 平衡审美技巧和技术理解/ 进步成果，进而推动了数字通信/ 体验的整体进步的数字创意作品。 D03. Technological Achievement in Digital Craft Digital creative work that balances beautifully executed craft with an unparalleled level of technical understanding / advancement in order to contribute to the overall progress of digital communications / experiences.	Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
D04. 新现实和新兴科技 沉浸式体验的创造性应用，创造性地推动了数字工艺技术的界限。包括但不限于AI, AR, VR, XR 可穿戴技术和移动设备、语音技术、视频地图、区块链技术、游戏化、虚拟世界、元宇宙和所有其他新兴平台。不包括早期技术的原型。 D04. New Realities & Emerging Tech The creative application of immersive experiences which creatively push the boundaries of technology within digital craft. Including but not limited to AI, AR, VR, XR, wearable tech and mobile devices, voice technology, video mapping, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	

直销

Direct

直销顶尖奖表彰的是具有针对性和响应驱动的创新作品。

作品需展示如何将见解和/或数据用作策略的一部分，以吸引特定的目标受众群体并发展客户关系、激励行动并产生可衡量的成果。

- 评审考虑的标准及相应加权比例如下：构思 30 %；策略 20%；执行 20 %；影响度和成果 30 %。
- 同一项作品在此奖项只许提交最多 3 （三）个不分类部的类别。但在类“部 A。行业”内只能提交入一项类别。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Direct Spikes celebrate targeted and response-driven creativity.

The work will need to demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

- A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to three times in Direct. However, the same piece of work may only be entered once in ‘A. Direct: Sectors’.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 直销：业界 同一项作品在此类部内只许提交入一项类别。 A. Direct: Sectors The same entry can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A03。旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道, 包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店, 包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店, 包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	Images JPG
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务, 其他商业服务, 内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 F. 文化及背景 - 类别号 F07. 企业宗旨和社会责任。</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisation. <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.</i>	

B. 直销运用 品牌如何应用媒体作为直销交流工具。 B. Use of Direct How the medium was used as a piece of direct communication for a brand.	材料提交 Materials
B01. 邮寄/计划性的邮寄 表彰有针对性和计划性的邮寄活动。本类别作品应展示所用技术和流程的效率、有效投放和相应成果。 <i>请寄实物样品，供评审团体验。</i> B01. Mailing / Programmatic Mail Celebrating targeted and programmatic mailing campaigns. The work in this category should demonstrate efficiency in the technology and processes used, effective placement and evidence of results. <i>Please send physical samples for the jury to experience</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
B02. 小型媒介 非邮件和打印宣传品，包括小实物和所有其它手持（或同等大小）物品。 <i>小型媒介指的是物品的尺寸大小，而不分规模。请寄实物样品，供评审团体验。</i> B02. Small-Scale Media Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. <i>'Small-scale' refers to the physical size of the ambient item, not the scale of the distribution. Please send physical samples for the jury to experience.</i>	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B03. 大型媒介 非传统媒体，包括但不限于直接响应的特技活动、街头团队、直接响应活动、户外/环境媒体和其他鼓励直接互动并寻求可衡量响应的媒体。 <i>“大型媒介”指的是物品的尺寸大小，而不分规模。</i> B03. Large-Scale Media Non-traditional media. This includes but not limited to direct response stunts, street teams, direct response events, outdoor / ambient media and other mediums that encourage direct interaction and seek a measurable response. <i>'Large-scale' refers to the physical size of the ambient item, not the scale of the distribution.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film

B04. 广播应用 应用直销平台如电影，电视或音频必演示所选媒体如何引导其它直接元素。 B04. Use of Broadcast Direct led work using cinema, TV or audio, demonstrating how the chosen medium led the other direct elements within the work.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B05. 印刷/ 户外应用 应用“印刷”或“户外”的直销作品。包括但不限于报纸、杂志、插页、贸易期刊、传统广告牌或招贴网站、公交车站以及使用标准广告空间的运输广告。 <i>增强广告牌应提交入类别 B 03. 大型媒介。</i> B05. Use of Print / Outdoor Direct work using Print or Outdoor. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space. <i>Augmented billboards should be entered into B03. Large-Scale Media.</i>	

C. 数据与技术 通过创造性地使用数据或技术来推动工作，提高了客户体验，并带来了可衡量的业务成果。 C. Data & Technology Work driven by the creative use of data or technology which enhanced the customer experience and led to measurable business results.	材料提交 Materials
C01. 数据驱动的直销策略 数据和洞察的应用显著构成了直销策略的基础，展示了数据驱动的策略如何帮助分析客户行为和细分，从而最终促成成功的直接营销活动。 C01. Data-Driven Direct Strategy The application of data and insights which significantly forms the basis of a direct strategy, demonstrating how the data-driven strategy helped to profile customer's behaviour and segmentation, which ultimately led to successful direct marketing activities.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
C02. 数据驱动的目标选择 对数据的解释和分析，用于为特定受众建立有针对性的沟通。这可包括，但不限于，超目标定位、精确定位、受众图谱和目标细分。 C02. Data-driven Targeting The interpretation and analysis of data used to build a targeted communication for a specific audience. This may include, but is not limited to, hyper-targeting, precision targeting, audience mapping and targeting segmentation.	Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
C03. 新现实和新兴科技 创意地应用沉浸式体验，推动技术在直接战略中的边界，以吸引和增强与消费者的关系。这可以包括但不限于AI,AR,VR,XR、可穿戴技术和移动设备、GPS、近场通信、面部识别、区块链技术、游戏化、虚拟世界、元宇宙及所有其他新兴平台。此类作品不包括早期技术的原型。 C03. New Realities & Emerging Tech The creative application of immersive experiences that push the boundaries of technology within direct strategies to engage and strengthen relationships with consumers. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, GPS, NFC, facial recognition, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

D. 数码及社交 此类作品应展示数字和社交媒体及技术如何作为品牌的直接沟通工具。 D. Digital & Social Digital and social mediums/techniques used as a piece of direct communication for a brand.	材料提交 Materials
D01. 流动应用 通过移动/便携设备（如手机、移动技术等）传达的精准沟通工作。 D01. Use of Mobile Targeted communication work delivered through mobile/portable devices such as mobile phones, mobile technology, etc.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片
D02. 社交平台应用 利用社交媒体、流媒体平台、博客、维基、视频分享网站、托管服务等创建和/或增强与社区/消费者关系的工作。 D02. Use of Social Platforms Work that uses social media, streaming platforms, blogs, Wikis, video-sharing sites, hosted services etc. to create and/or enhance relationships with a community/consumers.	其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL
D03. 实时回应 针对性的社会活动，对世界事件、公共事务和其他现实世界的实时活动作出反应，促使社会分享和可衡量的反应。 D03. Real- time Response Targeted social activity which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	Highly Recommended (Optional) • Case Film
D04. 共同创造和用户产生的内容 旨在通过明确的行动号召，鼓励社区/ 粉丝群体为品牌活动做出贡献或进行合作的社交活动。 D04. Co- creation & User Generated Content Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative through a clear call to action.	Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

E. 卓越的直接营销活动 E. Excellence in Direct	材料提交 Materials
E01. 发布/重新发布 直接营销活动旨在推出或重新推出市场上的产品或服务。这也可以包括旨在获取新客户和重新激活失去客户的工作。 E01. Launch / Re-launch Direct marketing campaigns created to launch or relaunch a product or service on the market. This can also include work aiming to acquire new customers and reinvigorate lapsed customers.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

F. 文化与背景 通过文化洞察力和区域背景的了解使作品栩栩如生。 F. Culture & Context Work that is brought to life through cultural insights and regional context.	材料提交 Materials
F01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 F01. Local Brand Work for brands that is only distributed in a single locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
F02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的变游戏规则的作品品牌。 F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
F03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。作品应描述它是如何为特定的目标市场设计的。 F03. Single- market Campaign Work that only aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	Highly Recommended (Optional) • Case Film
F04. 社会行为 受特定受众/社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
F05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. 预算突破 创造性地使用与市场或/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	

F07. 企业宗旨和社会责任 目标驱动的作品/ 品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类别 A. 直销：行业中类别 A06. - 非营利/ 慈善/ 政府。</i> F07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. Direct: Sectors.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
F08. 市场颠覆 针对当地/ 区域/ 全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09.文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 F09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

娱乐

Entertainment

娱乐顶尖奖表彰的是把内容转化为文化的创意。

作品应展示不可忽略的想法; 作品应吸引, 以切入, 沟通品牌信息或与消费者以新的方式连接。

- 评审考虑的标准按以下加权: 策略及洞察力20%; 创意30%; 工艺及执行30%; 成果20%。
- 品牌是指艺人、艺术家、创作者、影响者、网络主播、运动员、团队、组织、赞助商、平台、媒体所有者、版权持有者或任何生产和传播与娱乐产业相关的产品和内容的实体。
- 只要所选类别相关, 同一作品提交入娱乐的次数没有总体限制。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Entertainment Spikes celebrate creativity that turns content into culture.

The work will need to demonstrate ideas that are unskippable; work which captivates in order to cut-through, communicate a brand message or connected with consumers in a new way.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment as long as the categories chosen are relevant
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 品牌内容 通过娱乐将品牌与文化 and 价值联系起来, 打造品牌知名度的创意内容。 A. Branded Content Creative content crafted to build awareness for a brand by associating it with culture and values through entertainment.	材料提交 Materials
A01. 长达5分钟的虚构和非虚构影片 针对在电影院, 电视, 在线或点播平台播放的带品牌的虚构和非虚构视频, 系列或纪录片 / 实际视频。 <i>如果您提交的是一系列的视频, 请把系列中的每项视频上传成一个总视频文件, 并在每集视频之间附上表示下一集开始的列表。传统电影广告应参加电影尖峰奖。</i> A01. Fiction & Non - Fiction Film Up to 5 minutes Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. <i>If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spikes.</i>	必须提交材料 • 原创内容 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Original Content Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A02. 5 至 30 分钟的虚构和非虚构影片 针对在电影院, 电视, 在线或点播平台播放的带品牌的虚构和非虚构制作的视频, 系列或纪录片 / 实际视频。 <i>如果您提交的是一系列的视频, 请把系列中的每项视频上传成一个总视频文件, 并在每集视频之间附上表示下一集开始的列表。传统电影广告应参加电影尖峰奖。</i>	

如中英文版本有任何不一致或歧义, 以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A02. Fiction & Non- Fiction Film: 5 – 30 minutes Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. <i>If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spikes.</i>	
A03. 超过 30 分钟的虚构和非虚构影片 针对在电影院, 电视, 在线或点播平台播放的带品牌的虚构和非虚构视频, 系列或纪录片 / 实际视频。 <i>如果您提交的是一系列的视频, 请把系列中的每项视频上传成一个总视频文件, 并在每集视频之间附上表示下一集开始的列表。传统电影广告应参加电影尖峰奖。</i> A03. Fiction & Non – Fiction Film Over 30 minutes Branded fiction or non-fiction film, series or documentary / reality film created for cinema, TV, online or video on demand platforms. <i>If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spikes.</i>	
A04. 音频内容 为电台、播客或其他音频平台创建的内容。 A04. Audio Content Content created for radio, podcasts or other audio platforms.	必须提交材料 • 音频文件 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Audio File Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A05. 品牌集成 将品牌整合到现有内容中, 如电影、电视剧、直播、电视或广播/音频节目。 A05. Brand Integration Integration of brands into existing content such as films, series, live streams, TV or radio / audio shows.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A06. 出版商和网络的推广内容 为宣传媒体公司、网络、广播公司或出版商而创作的原创内容/节目。作品不仅侧重于内容本身, 还要考虑其如何影响用户的感知、推动用户参与, 并传达或发展发行商的身份。 A06. Promotional Content for Publishers and Networks Original content / programming created to promote a media company, network, broadcaster or publisher. The work will be judged not just on the content, but also on how it communicated or evolved the identity of the publisher.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film

如中英文版本有任何不一致或歧义, 以英文版本为准。

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	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B. 以娱乐为主导的品牌体验 旨在吸引或维持受众的有意义且引人入胜的体验与活动。 B. Entertainment-led Brand Experience Meaningful, engaging experiences and activations created to attract or maintain an audience.	材料提交 Materials
B01.现场娱乐 现场娱乐，包括在现实或虚拟世界中举办的音乐会、现场直播、特技表演和节庆活动，旨在强化品牌信息，提高受众参与度。 B01. Live Entertainment Live entertainment, including concerts, live streams, stunts and festivals held physically or within virtual worlds, crafted to amplify a brand's message and increase engagement with an audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

B02.新现实和新兴技术 沉浸式体验，创造性地推动技术在娱乐领域的边界。包括但不限于AI，AR，VR，XR，语音技术、区块链技术、游戏化、虚拟世界、元宇宙等所有新兴平台。不包括早期技术的原型。 B02. New Realities & Emerging Tech Immersive experiences which creatively push the boundaries of technology within Entertainment. Including but not limited to AI, AR, VR, XR, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
C. 社区 专注于社区或粉丝基础的发展、维护和培育的作品。 C. Community Work that focuses on the development, maintenance and nurturing of a community or fanbase.	材料提交 Materials
C01. 用户参与或发行策略 卓越的受众参与和分销策略，创造性地和有效地扩大了内容的触达范围。 C01. Audience Engagement / Distribution Strategy Exceptional audience engagement and distribution strategies that creatively and effectively further the content's reach.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

D. 合作伙伴 品牌与娱乐实体之间的卓越战略合作。 D. Partnership Exceptional strategic partnerships between brands and entertainment entities.	材料提交 Materials
D01. 品牌合作、赞助与协作 利用品牌内容和娱乐实现特定商业目标并使所有参与方互利的战略品牌合作与协作。 D01. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
D02. 人才合作 品牌与人才之间的战略合作。作品将根据该合作关系的有效性和互惠性进行评估。 D02. Partnerships with Talent Strategic partnerships between a brand and a talent. The work will be judged on how effective and mutually beneficial the partnership was.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

E. 挑战与突破 通过文化洞察力、区域背景和先进的思维使作品栩栩如生的创意和创新作品。 E. Challenges & Breakthroughs Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	材料提交 Materials
E01. 娱乐领域的多样性与包容性 品牌主导的创意作品，针对并面对娱乐社区中基于性别、性取向、残疾、年龄、种族、民族、出身、宗教或其他身份的差异。 E01. Diversity & Inclusion in Entertainment Brand-led creative work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the entertainment community.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film

	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E02. 革新品牌内容 突破性的、无与伦比的品牌内容。 E02. Innovation in Branded Content Ground-breaking and unparalleled branded content.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

F. 品牌体育运动 利用粉丝文化并利用体育和电子体育的力量将人与品牌联系起来的创造力。 电子竞技可以提交入类部 F 中的所有类别。 F. Branded Sports Creativity that taps into fan culture and leverages the power of sports and esports in connecting people to brands. Esports may be entered across all categories within Section F.	材料提交 Materials
F01. 视频、系列和音频 以体育为核心的视频、纪录片、系列片、直播或音频内容，旨在扩大品牌的信息，增加与受众的互动。 <i>如果您提交的是一系列的视频，请把系列中的每项视频上传成一个总视频文件，并在每集视频之间附上表示下一集开始的列表。传统的视频广告应该提交入视频顶尖奖。</i> F01. Film, Series & Audio Branded film, audio and radio content, including documentaries and series, with sports at its core that aim to amplify a sports organisation's or brand's message. <i>If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Spikes.</i>	必须提交材料 • 原创内容 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Original Content

	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
F02. 体育现场体验 品牌或赞助商融入现场体育或电子竞技活动、节目、特技和装置，无论是在实体场地还是虚拟世界中，允许品牌进行信息放大并与受众互动。 F02. Sports Live Experience Brand or sponsor integration into live sport or esports events, shows, stunts and installations held physically or within virtual worlds, enabling a brand to provide message amplification and engage with an audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG
F03. 新现实和新兴技术 通过创新的沉浸式体验，突破体育娱乐中的技术界限。包括但不限于AI, AR, VR, XR, 语音技术、区块链技术、游戏化、虚拟世界、元宇宙等所有新兴平台。不包括早期技术的原型。 F03. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within sport entertainment. Including but not limited to AI, AR, VR, XR, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
F04. 歌迷参与或发行策略 旨在建立与体育相关的粉丝基础的受众参与和分销策略，以增强社区活动和品牌亲和力。 F04. Fan Engagement/ Distribution Strategy Audience engagement and distribution strategies designed to build and engage a sports-related fanbase, enhancing community activity and brand affinity.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
F05. 品牌合作、赞助与合作 战略品牌合作伙伴关系和合作，利用体育、品牌内容和娱乐来实现特定的业务目标，并使所有参与者互惠互利。 F05. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage sports, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film
F06. 体育活动中的多样性和包容性 品牌主导的创意作品，运用体育来对抗和消弭某项体育运动或体育相关社区中的不平等。这些不平等可能基于性别、性取向、残疾、年龄、种族、民族、籍贯、宗教或其他身份属性。 F06. Diversity & Inclusion in Sport Brand-led creative work that leverages sport to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within a sport or sports related community.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

影视

Film

影视顶尖奖表彰的是创意动态影像。

作品需展示出为屏幕设计的精彩品牌故事;拍摄内容为电视、电影、网络、户外经验所创建。

- 评审时主要考虑的标准将是创意、执行和影响。
- 只要所选类别相关，同一项作品在此奖项的提交次数没有总体限制。但在“类别 A。电视、电影：行业”和“类别 B。在线影视：行业”之间只能提交一项。
- 在类别 A、B、C 和 D 内的提交作品，作品的每项执行条目都需单独提交。在类别 E 和 F 内的提交作品如有超过一项执行条目，并可以把所有的条目一起提交，但是每项条目需在资格期限内执行。
- 多个短片可作为一个完整的参赛单元提交，最长 3 分钟。每部短片的时长不得超过 15 秒，所有参赛作品必须在资格期限内执行。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Film Spikes celebrate the creativity of the moving image.

The work will need to demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Film as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section 'A. TV / Cinema Film: Sectors' and once into section 'B. Online Film: Sectors'.
- In sections A, B, C and D each execution constitutes one entry. In Sections E and F multiple executions can be entered as one entry. However, all Film executions must have run within the eligibility period.
- Multiple microfilm executions can be entered as one entry up to a maximum 3 minutes. Each microfilm should be a maximum of 15 seconds in length and all entries must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 电视、电影视频：业界 针对电视或电影院播放的视频，时长不得超过180秒。同一个参赛作品在本部分只能提交一次。 本部分的作品应包括电视或影院媒体投放。提交的视频应不超过180秒。 A: TV/ Cinema Film: Sectors Films that aired on TV or in cinemas. All films must be 180 seconds or fewer. The same entry can be submitted only once in this Section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A03。旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）。</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains.</i>	必须提交材料 • 原创影片(不超 3 分钟) Compulsory • Film (3 mins)

A02. 医疗保健 制药，非处方药物，健康保健 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	必须提交材料 - 原创影片(不超过 3 分钟) Compulsory - Film (3 mins)
A03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类别号 F07. 企业宗旨和社会责任。</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context</i>	

B. 在线视频：业界 针对在线播放的视频包括即前贴片广告。本部分的作品应包括在线媒体投放。同一部视频在此类部只能提交一项类别。 B. Online Film: Sectors Films that aired online, including pre-roll adverts. The work in this Section should include an online media placement. The same piece of work may only be entered once in this Section.	材料提交 Materials
B01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 B03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> B01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in B03. Travel, Leisure, Retail, Restaurants & Fast Food Chains</i>	必须提交材料 - 原创影片 - 视频在线网址 其他(可选提交) - AR/ VR 文件 Compulsory - Film - URL Optional - AR/VR Files
B02. 医疗保健 制药，非处方药物，健康保健 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 B06 类别。</i> B02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into B06.</i>	
B03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点） 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 B03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
B04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 B04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 B05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	

B06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 F. 文化及北境 - 类别号 F07. 企业宗旨和社会责任。</i> B06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context</i>	
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C. 热门视频 C. Viral Film	材料提交 Materials
C01. 热门视频 专为在网上分享和 / 或用户分发的制作视频。 C01. Viral Film Films created with the primary intention of being shared and / or user-distributed online.	必须提交材料 - 原创影片 - 视频在线网址 强烈建议(可选提交) - 案例影片 其他(可选提交) - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Film - URL Highly Recommended (Optional) - Case Film Optional - AR/VR Files - Digital Supporting Content - Digital Supporting Images JPG

D. 屏幕和活动 在电视、电影院或网络以外的屏幕上播放的电影。 D. Screens & Events Films that aired on screens other than TV, cinema or online.	材料提交 Materials
D01. 屏幕和活动 在公共和私人活动上放映的影片，包括但不限于体育场地、节日、博览会、贸易展、奖项表演、研讨会、内部展示。 D01. Screens & Events Films shown at public and private events. This could include, but not limited to, sporting venues, festivals, expos, trade shows, award shows, seminars, internal presentations.	必须提交材料 - 原创影片 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Film Highly Recommended (Optional) - Demo Film Optional - URL - AR/VR Files - Digital Supporting Content - Digital Supporting Images JPG
D02. 短片 为社交平台制作的短片，包括但不限于Facebook、x、TikTok、Instagram、Snapchat等。 <i>多个执行可以作为一个条目参赛，最长3分钟。每部短片的长度不得超过15秒。</i> D02. Microfilm Short-form films made for social platform. This could include, but not limited to, Facebook, x, TikTok, Instagram, Snapchat etc. <i>Multiple executions can be entered as one entry up to a maximum of 3 Minutes. Each microfilm should be a maximum of 15 seconds in length.</i>	必须提交材料 - 原创影片(不超 1 分钟) - 视频在线网址 强烈建议(可选提交) - 案例影片 其他(可选提交) - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Film (1 min) - URL Optional - AR/VR Files - Digital Supporting Content - Digital Supporting Images JPG

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

D03. 新现实和新兴科技 为身临其境的体验而创作的视频和计算机生成内容，创造性地突破了电影的界限。包括但不限于摄影、AI, AR, VR, XR、游戏化、虚拟世界、元宇宙和所有其他新兴平台。不包括早期技术原型。 D03. New Realities & Emerging Tech Video and computer-generated content created for immersive experiences which creatively push the boundaries within film. Including but not limited to photography, AI, AR, VR, XR, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	必须提交材料 - 原创影片 强烈建议(可选提交) - 展示影片 其他(可选提交) - 网址 - AR/ VR 文件 - 颁奖典礼展示影片 Compulsory - Film Highly Recommended (Optional) - Demo Film Optional - URL - AR/VR Files - Awards Show Film - Digital Supporting Content - Digital Supporting Images JPG
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E. 影片创新 创新地使用影片媒介来传达品牌的信息。 如果你提交的是一个系列，请将所有剧集上传到同一个视频文件中，并标明下一集的开始。 E. Innovation in Film Innovative use of the film medium to communicate a brand’ s message. If you are submitting a series of films please upload all executions in a single video file with slates denoting the start of the next execution.	材料提交 Materials
E01. 电视/ 电影视频 创新性地利用电视/影院传达品牌信息。 E01. TV/Cinema Film Innovative use of TV/cinema to communicate a brand’ s message.	必须提交材料 • 原创影片 强烈建议(可选提交) • 展示影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Film Highly Recommended (Optional) • Demo Film Optional • Digital Supporting Content • Digital Supporting Images JPG

E02.在线和热门视频 创新性地利用在线视频传达品牌信息。 E02. Online & Viral Film Innovative use of online film to communicate a brand' s message.	必须提交材料 • 原创影片 • 网址 强烈建议(可选提交) • 展示影片 其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Film • URL Highly Recommended (Optional) • Demo Film Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
E03. 屏幕和活动 创新性地利用在公共和私人活动中展示的影片内容传达品牌信息。 E03. Screens & Events Innovative use of film content shown at public and private events to communicate a brand' s message.	必须提交材料 • 原创影片 强烈建议(可选提交) • 展示影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Film Highly Recommended (Optional) • Demo Film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

F. 文化与背景 通过文化洞察力和区域背景的了解使作品栩栩如生。 如果你提交的是一个系列的影片，请将所有剧集上传到同一个视频文件中，并标明下一集的开始。 F. Culture & Context Work that is brought to life through cultural insights and regional context. If you are submitting a series of films please upload all executions in a single video file with slates denoting the start of the next execution.	材料提交 Materials
F01. 本地品牌 品牌仅在特定地区发布的引起特定本地目标受众共鸣的作品。 F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 - 原创影片 强烈建议(可选提交) - 案例影片 其他(可选提交) - 视频在线网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Film Highly Recommended (Optional) - Case Film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
F02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
F03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。作品应描述该作品是如何为特定的目标市场而设计的。 F03. Single-market Campaign Work that only aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	
F04. 社交行为 受特定受众或社区启发的作品，以可识别的社交行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	

F06. 预算突破 创造性地使用与市场/或行业有关的最少的预算和/或资源, 创造最大的影响。作品应展示如何在资源有限的情况下, 以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	必须提交材料 - 原创影片 强烈建议(可选提交) - 案例影片 其他(可选提交) - 视频在线网址 - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Film Highly Recommended (Optional) - Case Film Optional - URL - AR/VR Files - Digital Supporting Content - Digital Supporting Images JPG
F07. 企业宗旨和社会责任 目标驱动的工作/ 品牌活动, 解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 电视/ 电影: 行业下的类别 A06. - 非营利/ 慈善/ 政府, 或类部 B. 在线电影: 行业下的类别 B06. 非营利/ 慈善/ 政府。</i> F07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. TV/Cinema Film: Sectors or B06. Not-for-profit / Charity / Government category in section B. Online Film: Sectors.</i>	
F08. 市场颠覆 针对当地/ 区域/ 全球问题, 创造性地调整战略, 以新的方式传递品牌价值的同时关注消费者的品牌。 F08. Market Disruption Brands that have creatively adapted their strategy in response to local/ regional/ global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09.文化参与 新增 作品围绕植根于特定文化的社区生活体验, 提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份(例如残疾、性别、种族、取向、年龄)的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验, 从而推动品牌增长和影响力提升。 F09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

影视制作

Film Craft

影视制作顶尖奖表彰的是屏幕艺术。

作品需展示出色的电影制作，技术技巧与制作能力在制作/后期制作中提升了创意，或极大地增强了其执行效果。

- 主要评审考虑的标准是执行。
- 只要所选类别相关，同一项作品在此奖项的提交次数没有总体限制，
- 多部短片可作为一部作品参赛，最长不超过 3 分钟。每部短片的长度不得超过 15 秒。所有参赛作品需在资格期限内执行
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Film Craft Spikes celebrate onscreen artistry.

The work will need to demonstrate exceptional filmmaking, showcasing technical skill and prowess in production/ post-production elevates an idea or dramatically enhances its execution.

- The main criteria considered during judging will be the execution.
- There is no overall limit to how many times the same piece of work can be entered into Film Craft.
- Multiple microfilms executions can be entered as one entry up to a maximum of 3 minutes. Each microfilm should be a maximum of 15 seconds in length and all entries must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 制作 A. Production	材料提交 Materials
A01. 指导 方向的愿景和成就，包括通过董事的愿景翻译创意简述，以及该愿景如何实现。这可能包括，但不限于，采用铸造、定型设计、声音设计和电影摄影术来使这种视觉具有生命力的方式。 A01. Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	必须提交材料 • 原创影片 其他(可选提交) • 视频在线网址 • AR/ VR 文件 • 数码辅助文件 Compulsory • Film
A02. 脚本 影片的剧本。对脚本的分析将包括对话、画外音、场景设置、移动、动作和表达式。此分析还将评估剧本在多大程度上成功地传达了创意构思并支持了最终的呈现。 <i>你需要提供一份剧本的书面英文翻译，作为你提交作品的一部分。</i> A02. Script The film's script, as written. Analysis of the script will include dialogue, voice- overs, scene-setting, movement, actions and expressions. This analysis will also look at how successfully the script delivers on the creative idea and supports the final execution. <i>You are required to provide a written English translation of the script as part of your submission.</i>	Optional • URL • AR/VR Files • Digital Supporting Content

A03. 选角 选角过程的愿景和成就。这包括但不限于演员、舞者、歌手、模特、非专业人士、动物和其他才华的预选。 <i>我们强烈建议提供一个两分钟的演示影片，除了展示影片的播出过程外，还要展示选角过程。</i> A03. Casting The vision and achievement of the casting. This includes but is not limited to the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. <i>It is highly recommended to provide a two-minute Demo Film showcasing the casting process in addition to the film as it aired.</i>	必须提交材料 • 原创影片 其他(可选提交) • 视频在线网址 • AR/ VR 文件 • 数码辅助文件 Compulsory • Film Optional • URL • AR/VR Files • Digital Supporting Content
A04. 制作设计/ 艺术指导 制作设计的审美性/ 艺术方向。这包括设置的设计和位置构造，以及作品整体的外观、感觉和氛围，以及通过巧妙地管理视觉组件来增强叙述的效果。 A04. Production Design / Art Direction The aesthetic of the production design / art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components.	
A05. 摄影 摄影的质量和效果。会考虑款式、艺术选择、相机、电影技术、镜头组合、照明及其他效果。 A05. Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
A06. 原创音乐的使用 专门为电影广告创作的原创音乐作品的影响和成功。将考量曲日本身的艺术成就，及它对整个作品的贡献。 A06. Use of Original Music The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of the track itself will be considered, along with its contribution to the piece as a whole.	
A07. 使用授权/ 改编的音乐 许可音乐或改编音乐的选择。我们将考虑轨迹支持脚本、创造必要氛围或以其他方式提供创意简介的方式。 A07. Use of Licensed / Adapted Music The selection of licensed or adapted music. The way a track supports the script, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	
A08. 制作成就 一部电影的总体成功率，根据它个人的抱负和挑战进行评估。将考虑生产规模、预算限制、技术问题、生产过程中面临的挑战，以及生产团队如何最好地利用现有资源实现最终执行。 <i>强烈建议提供两分钟的演示影片，以展示制作过程，例如“制作”或“幕后”影片，此外，还需提供已播出的影片。</i> A08. Achievement in Production The overall success of a film, assessed within the context of its individual ambitions and challenges. Scale of production, budget constraints, technical issues, challenges faced during the production process and how the production team made best use of resources available to them to achieve the final execution will be considered.	必须提交材料 • 原创影片 强烈建议(可选提交) • 演示影片 其他(可选提交) • 视频在线网址 • AR/ VR 文件 • 数码辅助文件 Compulsory • Film

<i>It is highly recommended to provide a two minute Demo Film showcasing the production process e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.</i>	Highly Recommended (Optional) - Demo Film Optional - URL - AR/VR Files - Digital Supporting Content
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B. 后期制作 B. Post- Production	材料提交 Materials
B01. 剪辑 编辑在技术和创作上取得成功。电影的编辑工作将考虑所有方面，这包括但不限于时间、节奏、视觉动态、对话动态、声音整合和整体讲故事。 B01. Editing The technical and creative success of the edit. All aspects of the film's edit will be considered. This includes but not limited to timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.	必须提交材料 - 原创影片 其他(可选提交) - 视频在线网址 - AR/ VR 文件 - 演示影片 - 数码辅助文件 Compulsory - Film Optional - URL - AR/VR Files - Demo Film - Digital Supporting Content
B02. 色彩校正/ 调色 在色彩校正和调色方面的整体成就，创造出一致的、有风格的色彩方案，唤起特定的情感，改变影片的最终面貌。包括但不限于调色如何与灯光、制作设计和方向相配合，以影响和加强最终镜头的情绪、感觉和诠释。 <i>强烈建议提供一个两分钟的演示影片，展示校正/ 调光前后的效果。</i> B02. Colour Correction / Grading The overall achievement in colour correction and grading to create consistent and stylised colour schemes that evoke a specific emotion and transform the final look of the film. This could include, but not limited to, how the grading works cohesively with the lighting, production design and direction to affect and enhance the mood, feel and interpretation of the final footage. <i>It is highly recommended to provide a two-minute Demo Film showcasing the before and after effects of correction / grading.</i>	必须提交材料 - 原创影片 强烈建议(可选提交) - 演示影片 其他(可选提交) - 视频在线网址 - AR/ VR 文件 - 数码辅助文件 Compulsory - Film Highly Recommended (Optional) - Demo Film Optional - URL - AR/VR Files - Digital Supporting Content

B03. 声音设计 在电影广告中创造性地使用声音设计。录音、混音、采样和声音效果的合成等方面的技术优势，以及编辑的凝聚力和对整个作品的影响都将被考虑。 B03. Sound Design The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.	必须提交材料 • 原创影片 其他(可选提交) • 视频在线网址 • AR/ VR 文件 • 演示影片 • 数码辅助文件
B04. 动画制作 电影中动画的使用和审美。所有类型的动画，包括细胞、定格动画、图形、剪影和二维或三维的计算机动画都将被接受。对于同时包含动画和真人表演的影片，将以动画为评判标准。 B04. Animation The use and aesthetic of animation in film. All types of animation, including cell, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. For films that include both animation and live action, it will be the animation that is judged.	Compulsory • Film Optional • URL • AR/VR Files • Demo Film • Digital Supporting Content
B05. 视觉效果 电影环境和其他视觉效果的创造，包括效果本身的美学和技术的卓越性，以及它们与真实镜头的成功结合。 <i>强烈建议提供两分钟的演示影片，展示视觉效果的创造过程。</i> B05. Visual Effects The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage. <i>It is highly recommended to provide a two minute Demo Film showcasing how the visual effects were created.</i>	必须提交材料 • 原创影片 强烈建议(可选提交) • 演示影片 其他(可选提交) • 视频在线网址 • AR/ VR 文件 • 数码辅助文件 Compulsory • Film Highly Recommended (Optional) • Demo Film Optional • URL • AR/VR Files • Digital Supporting Content

游戏 Gaming

游戏尖峰奖表彰通过游戏将人们与品牌联系起来的创造性作品。

参赛作品需要展示品牌如何成功地融入复杂的游戏社区，并在推动商业成功的同时为整体游戏体验无缝地增加真正的价值。

- 评审考虑的标准按以下加权：策略与洞察20%；创意30%；工艺与执行30%；成果 20%
- 品牌指的是人才、艺术家、创作者、网红、直播主播、运动员、团队、组织、赞助商、平台、媒体所有者、版权所有者或任何生产和分发与游戏产业相关的产品和内容的实体。
- 电子竞技可参加游戏尖峰奖中的所有类别。
- 只要所选类别相关，同一项作品在此奖项的提交次数没有总体限制。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Gaming Spikes celebrate creative work that connects people to brands through gameplay.

The work will need to demonstrate how brands successfully tapped into complex gaming communities and seamlessly added real value to the overall gaming experience while driving commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the gaming industry.
- Esports may be entered across all categories within Gaming Spikes.
- There is no overall limit to how many times the same piece of work can be entered into Gaming Spikes as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 游戏 A. Gaming	材料提交 Materials
A01. 视听内容 品牌电影、关键艺术和广播&音频内容，包括但不限于以游戏为核心的预告片、纪录片、系列剧、海报和原创音乐内容，旨在扩大品牌信息或推广新游戏或游戏产品。 <i>如果提交的是一个系列的影片，请将所有剧集上传到同一个视频文件中，并标明下一集的开始</i> A01. Audio-visual Content Branded film, key art and radio & audio content including but not limited to trailers, documentaries, series, posters and original music content with gaming at their core which aim to amplify a brand's message or promote a new game or gaming product. <i>If you are submitting a series of films please upload all executions in a single video file with slates denoting the start of the next execution.</i>	必须提交材料 • 原创内容 其他(可选提交) • 网址 • AR/VR文件 • 数码辅助内容 • 数码辅助图像JPG Compulsory • Original Content Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
A02. 现场游戏体验 在消费者或B2B活动中为产品发布或推广举办的任何现场游戏体验或激活活动。包括但不限于装置、节日、会议、产品演示、弹出式节目、电子竞技比赛、虚拟音乐会和在现实或者虚拟世界中举行的现场表演。 A02. Live Gaming Experience Any live gaming experience or activation that was held at a consumer or B2B event for product launch or promotion. Including but not limited to installations, festivals, conventions, product demos, pop-ups, esports competitions, virtual concerts and live performances held physically or within virtual worlds.	

A03. 游戏品牌整合 将品牌无缝整合到游戏或游戏平台中，提升整体游戏体验并带来切实的商业成果。包括但不限于，一次性特技和活动，临时环境或现有或新游戏平台内的永久品牌安装。 A03. Brand Integration for Games The seamless integration of a brand into a game or gaming platform, enhancing the overall gaming experience and delivering tangible business results. Including, but not limited to, one-off stunts and events, temporary environments or permanent brand installations within existing or new gaming platforms.	必须提交材料 - 数码展示图片 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - AR/VR文件 - 颁奖典礼展示影片 - 数码辅助内容 - 数码辅助图像JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case Film Optional - URL - AR/VR Files - Awards Show Film - Digital Supporting Content - Digital Supporting Images JPG
A04. 游戏/直播平台的使用 创新地使用游戏/直播平台来有效地推广品牌、产品或服务。 A04. Use of Gaming / Streaming Platforms Innovative use of gaming / streaming platforms to effectively promote a brand, product or service.	
A05. 发布/重新发布 为发布或重新发布游戏或游戏产品而创造的沉浸式游戏体验。 A05. Launch / Re-Launch Immersive gaming experiences created to launch or relaunch a game or gaming product.	
A06. 社区管理/社交参与 专注于开发、维护和培养游戏用户的作品。作品应展示与游戏社区的互动是如何提高社交粘性，提升品牌声誉和社区信任度的。 A06. Community Management / Social Engagement Work which focuses on the development, maintenance and nurturing of a gaming audience. The work should demonstrate how engaging with a gaming community has increased social engagement, enhancing the brand reputation and trust within the community.	
A07. 网红与合作 创造性地使用内容创作者、直播主播和/或网红来推动品牌信息，并与游戏社区中的特定受众互动。可包括但不限于合作、赞助内容和用户生成内容。 A07. Influencer & Co-Creation The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience within the gaming community. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	
A08. 品牌合作、赞助与合作 游戏品牌和非游戏品牌之间的战略伙伴关系和合作，利用游戏体验、品牌内容和娱乐来实现特定的商业目标，并使参与其中的每个人都受益。 A08. Brand Partnerships, Sponsorships & Collaborations Strategic partnerships and collaborations between gaming brands and non-gaming brands that leverage gaming experiences, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	

A09. 游戏的多样性和包容性 在游戏社区中，解决了性别、性取向、残疾、年龄、种族、民族、出身、宗教或其他地位的差距的游戏作品。 A09. Diversity & Inclusion in Gaming Gaming work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the gaming community.	必须提交材料 • 数码展示图片 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/VR文件 • 颁奖典礼展示影片 • 数码辅助内容 • 数码辅助图像JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A10. 游戏创新 创新地使用新的或现有的技术、平台、媒体或渠道来创造品牌产品和内容，以增强玩家的游戏体验、舒适度、性能、安全性和可访问性。 A10. Innovation in Gaming The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the gaming experience, comfort, performance, safety and accessibility for gamers.	

玻璃: 变革奖

Glass: The Award for Change

玻璃: 变革顶尖奖旨在表彰通过有意识地代表边缘化社区并赋予其权力来解决不平等和偏见问题的创造性作品。这可能包括但不限于残疾人、黑人和土著居民、难民、寻求庇护者、流离失所者、少数宗教团体、边缘化种族群体、LGBTQ+ 社区、社会经济弱势群体和所有年龄层次的人群，尤其是那些在社会中代表性不足或被污名化的人。

表彰那些利用卓越创意推动文化变革、创造系统性变革并为其所服务的社区带来积极影响和设定新标准的品牌。

- 评审考虑的标准及相应加权比例如下: 理念 25%; 策略 25%; 影响和成果 50%。
- 同一件作品只能提交入“玻璃”两次。
- 提交入“玻璃”的作品可以是任何商业或非商业客户服务的, 无论产品或服务或传播媒介如何。
- 入围的参赛者将被要求在线向评审团展示其作品。
- 所有案例影片、影片、演示影片和原创内容必须有英文字幕。
- “玻璃”的所有参赛费都会捐赠给相关慈善机构, 这些慈善机构将在本届活动日结束后公布。

Glass: The Spikes for Change recognise creative work that addresses inequality and prejudice by consciously representing and empowering marginalised communities. This can include, but not be limited to, disabled people, Black and Indigenous people, refugees, asylum seekers, displaced individuals, minority religious groups, marginalised ethnic groups, LGBTQ+ communities, underserved socioeconomic groups and people of all ages, especially those underrepresented or stigmatised in society.

Celebrating brands that use creative excellence to drive cultural shifts, create systemic change, and set new standards for positive impact for the communities it serves.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- The same piece of work can be entered up to two times in Glass.
- The work entered into Glass can be for any commercial or non-commercial client, regardless of the product or service or the medium of communication.
- Shortlisted entrants will be required to present their work to the jury online.
- All case films, films, demo films and original content must be subtitled in English.
- All entry fees for Glass are donated to related charities which will be announced after the festival has taken place.

A. 玻璃 A. Glass	材料提交 Materials
A01. 技术 新增 技术和技术解决方案能在数字和实体空间促进个人、群体和理念的有效呈现并改进、提升呈现的方式。该作品应展示多元化和包容性如何纳入技术的设计、执行和影响中, 从而推动积极的社会变革和创新。 A01. Technology NEW Technology and technological solutions that enhance, facilitate, or improve the way individuals, groups, and ideas are represented in digital and physical spaces. The work should demonstrate how diversity and inclusion are embedded in the technology's design, execution, and impact, driving positive social change and innovation.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A02. 产品/服务 新增 旨在鼓励支持和准确代表来自不同背景、文化和身份的个人和社区的产品和服务。该作品应该表明, 通过减少偏见和促进公平, 这些产品和服务使品牌能够更好地服务受众并与受众建立联系, 营造一个更加包容和充满尊重的环境。 A02. Product/Service NEW Products and services designed to uplift and accurately represent individuals and communities from varied backgrounds, cultures, and identities. The work should show that by reducing bias and promoting fairness, these products and services enable brands to better serve and connect with audiences, fostering a more inclusive and respectful environment.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

A03.倡议 新增 旨在改善群体和社区在媒体和公共空间中的呈现方式的计划、活动和运动。该作品应展示该倡议如何实施以推动系统性转变，并促进对不同身份、经验和观点的公平描述。 A03. Initiatives NEW Programmes, campaigns, and movements aimed at improving how people and communities are represented across media and public spaces. The work should demonstrate how the initiative has been implemented to drive systemic change, and promote the equitable portrayal of diverse identities, experiences, and perspectives.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
A04.内部实践和价值观 新增 各组织实施的政策、标准和文化实践，以确保其内部运营和员工队伍中的公平、包容和真实代表性。这可能包括但不限于培养包容性文化，以及将公平代表性纳入整个组织的决策过程。 A04. Internal Practices and Values NEW Policies, standards, and cultural practices that organisations implement to ensure fair, inclusive, and authentic representation within their internal operations and workforce. This may include but is not limited to fostering an inclusive culture, and embedding equitable representation in decision-making processes across an organisation.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

医疗保健

Healthcare

此医疗保健顶尖奖表彰的是消费者医疗保健以及监管更严格的制药行业的创造力。

作品需展示鼓舞人心的方法，以特别引人入胜的作品，公开教育，推广非处方产品，允许自我诊断或促进积极的个人护理。

制药业的作品需展示让医疗从业人员、患者和目标消费者了解并参与其中的想法；将科学和创新带入生活，促进诊断、处方、疾病缓解或疾病管理的作品。

- 主要评审考虑的标准是在媒介利用。
- 只要选择相关的类别和媒介，同一项作品在“医疗保健”奖项的提交次数没有总数限制。但同一作品只能在“类部 A 至 D”或“类部 E”之间二选一进行提交。
- 所有参赛作品必须提供所在地区对提交至“类部 E. 医疗保健：推广、认识和参与”有关的监管要求。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Healthcare Spikes celebrates creativity found in consumer healthcare as well as the more regulated pharmaceutical industry.

Consumer Healthcare entries will need to demonstrate an inspired approach to exceptionally engaging work which publicly educates, promotes non-prescription products, allows self-diagnosis or facilitates pro-active personal care.

Pharma entries will need to demonstrate ideas that inform and engage health practitioners, patients and targeted consumers; work that brings science and innovation to life, facilitating diagnosis, prescription, disease mitigation or illness management.

- Criteria considered during judging will be medium dependent.
- There is no overall limit to how many times the same piece of work may be entered into Healthcare as long as the categories and mediums chosen are relevant. However, the same piece of work may only be entered in either Section A, B, C & D or Section E.
- All entrants All entrants must provide regulatory requirements specific to your region regarding submissions into Section E. Pharma: Promotion, Awareness & Engagement.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 健康和养生：消费品促销

为不需要处方、但提供其他有益健康利益或支持个人福祉的产品推动需求的作品。

A: Health & Wellness: Consumer Products Promotion

Work created to drive choice for a specific branded product that does not require prescription but provides either a meaningful health benefit or supports personal wellbeing.

A01. 非处方口服药品

非处方药品、非处方药及药片、消化系统健康。

从下面的列表中选择您的医疗保健媒介。

A01. OTC Oral Medicines

Non-prescription drugs, OTC medicines & tablets, digestive health.

Choose your Healthcare mediums from the list below.

A02. 非处方涂抹药品

驱虫剂、皮肤疗法（非化妆品）、角质治疗、疣和疣治疗、运动员脚治疗、眼药水、耳药水、热疗霜、指甲治疗、脚治疗、洗手液、牙膏、漱口水、药用洗发水、脱发产品。

从下面的列表中选择您的医疗保健媒介。

A02. OTC Applications

Insect repellents, skin remedies (non-cosmetic), corn treatments, wart & verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.

Choose your Healthcare mediums from the list below.

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

A03. 非处方餐品

避孕套、隐形眼镜、处方眼镜、牙线、胶布、热垫、急救包物品、矫形器、背部支撑物、失禁产品、怀孕测试、生育测试套件/ 产品、无药物止痛、其他健康和保健产品。

从下面的列表中选择您的医疗保健媒介。

A03. OTC Products

Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, pregnancy tests, fertility testing kits / products, drug free pain relief, other health and wellness products.

Choose your Healthcare mediums from the list below.

A04. 营养保健品

维生素、矿物质、草药、补充剂、功能食品、微量元素、欧米伽3、抗氧化剂、益生菌、泡腾式维生素饮料。

从下面的列表中选择您的医疗保健媒介。

A04. Nutraceuticals

Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.

Choose your Healthcare mediums from the list below.

A05. 健康和保健科技

有助于健康生活方式的数码产品、应用程序、可穿戴设备和小工具，包括但不限于健身、饮食、压力和睡眠。

从下面的列表中选择您的医疗保健媒介。

A05. Health & Wellness Tech

Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.

Choose your Healthcare mediums from the list below.

B. 健康和养生：认识与倡导

促进一般公众健康意识的工作，鼓励积极主动的个人护理或激发对合法健康相关事业的宣传和捐赠。

B. Health & Wellness: Awareness & Advocacy

Work that promotes general public health awareness, encourage proactive personal care or inspire advocacy and donations for legitimate health related causes.

B01. 品牌主导的教育和意识

品牌/客户资助的通信，以促进健康意识和鼓励主动的个人护理。包括但不限于自我检查、反吸烟、反毒品、健康和卫生信息、艾滋病意识、酗酒意识、性健康意识、饮食信息、心脑血管护理、运动和健康。这一类别也将包括无品牌的疾病意识。

从下面的列表中选择您的医疗保健媒介。

B01. Brand-led Education & Awareness

Brand / Client funded communications to promote health awareness and encourage proactive personal care. This can include, but not limited to, self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

Choose your Healthcare mediums from the list below.

B02. 非营利组织/基金会主导的教育和意识

公共健康意识信息和非营利事业营销，如自我检查、反吸烟、反毒品、健康和卫生信息、艾滋病意识、酗酒意识、性健康意识、饮食信息、心脑血管护理、运动和健康。

从下面的列表中选择您的医疗保健媒介。

B02. Non-profit / Foundation-led Education & Awareness

Public health awareness messages and non-profit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing.

Choose your Healthcare mediums from the list below.

B03. 筹款和宣传

以客户为导向的健康和保健慈善机构和机构筹款，病人宣传（对公众），疾病和病情宣传，治疗文献，献血和器官，志愿者。

从下面的列表中选择您的医疗保健媒介。

B03. Fundraising & Advocacy

Customer-oriented Health and Wellness charity and institutions fundraising, patient advocacy (to general public), disease and condition advocacy, treatment literature, blood and organ donations, volunteers.

Choose your Healthcare mediums from the list below.

C. 健康和养生：保健服务和企业通信

通过面向公众的企业形象宣传，为传播健康品牌精神而创作的作品；或直接推广公共卫生服务和设施、医疗保险和财务计划。

C. Health & Wellness: Health Services & Corporate Communications

Work created to communicate a health brand ethos through public facing corporate image campaigns; or directly promote public health services and facilities, medical insurance and financial plans.

C01. 企业形象与沟通

为健康和保健产品、公司、生产商、诊所、医院、零售和设施提供企业形象工作。

从下面的列表中选择您的医疗保健媒介。

C01. Corporate Image & Communication

Corporate image work for health & wellness products, companies, producers, clinics, hospitals, retail and facilities.

Choose your Healthcare mediums from the list below.

C02. 保健服务和设施

直接宣传消费者设施的通信，包括：医院、诊所和手术室、精神病学家、心理学家、治疗师、物理治疗师、眼镜店、验光师、牙科诊所、按摩师、骨科医生、脊椎按摩师、皮肤科医生、妇产科医生、心脏科医生、儿科医生、整形外科医生、泌尿科医生、内分泌医生、肿瘤医生、营养师、营养师、药店、健康商店、健身房、健身和瑜伽工作室。

从下面的列表中选择您的医疗保健媒介。

C02. Health Services & Facilities

Communications directly promoting consumer facilities, including: hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropractors, osteopaths, chiropractors, dermatologists, obstetricians & gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms, fitness & yoga studios.

Choose your Healthcare mediums from the list below.

C03. 保险

医药保险及财务计划。

从下面的列表中选择您的医疗保健媒介。

C03. Insurance

Medical insurance and financial plans.

Choose your Healthcare mediums from the list below.

D. 健康和养生：动物保健

D. Health & Wellness: Animal Health

D01. 动物保健

宠物和其他动物健康产品和服务，供消费者关注，显示出有意义的健康益处。包括兽医诊所和手术室，为动物慈善机构和设施筹款，动物健康。

从下面的列表中选择您的医疗保健媒介。

D01. Animal Health

Pets and other animal health products and services for the attention of consumers that show a meaningful health benefit. Includes veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.

Choose your Healthcare mediums from the list below.

E. 医药：推广、认识和参与

为医药品牌创作的作品，通过推广产品、认识和了解疾病/医疗条件以及通过参与推动医疗保健，吸引患者、医疗保健专业人士和目标消费者。

E. Pharma: Promotion, Awareness & Engagement

Work created for pharmaceutical brands to engage patients, healthcare professionals and targeted consumers through the promotion of products, awareness and understanding of disease / medical conditions and the advancement of healthcare through engagement.

E01. 针对患者

直接面向患者的作品，为推出和/或推广具体品牌受监管的产品、服务或疗法而创作。

作品必须与医疗专业人员诊断和治疗的疾病或医疗状况的管理有关。从下面的列表中选择您的医疗保健媒介。

E01. Direct to Patient

Direct to patient work created to launch and / or promote a specific branded regulated prescription product, service or therapy.

The work must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Healthcare mediums from the list below.

E02. 针对医疗卫生专业人员

直接面向医疗保健专业人士，为推出和/或推广具体品牌受监管的处方产品、服务或疗法而创作。

作品必须与医疗专业人员诊断和治疗的疾病或医疗状况的管理有关。从下面的列表中选择您的医疗保健媒介。

E02. Direct to Healthcare Professional

Work targeted direct to healthcare professionals and created to launch and / or promote a specific branded regulated prescription product, service or therapy.

Work here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Healthcare mediums from the list below.

E03. 与病患互动

支持患者依从性的作品，推动正确和负责任地使用治疗，改善患者体验，推动更好的成果，同时为客户和/或品牌建立积极的声誉。

方法可能包括但不限于使用数据分析和连接技术来优化患者旅程、依从性计划、筛查服务和社会心理支持服务。

从下面的列表中选择您的医疗保健媒介。

E03. Patient Engagement

Work aimed at patient intended to support adherence; drives proper and responsible usage of treatment, improves patient experience and drives better outcomes while building a positive reputation for a client and / or brand.

Approaches may include, but is not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services and psychosocial support services.

Choose your Healthcare mediums from the list below.

E04. 医疗从业者的互动

面向患者或医疗专业人士的技术解决方案的创新应用。可以包括但不限于患者的治疗、诊断和数据采集；技术；软件和硬件；临床试验工具；治疗产品等。

从下面的列表中选择您的医疗保健媒介。

E04. Healthcare Professional Engagement

Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not be limited to the treatment, diagnosis and data collection of patients; technology; software and hardware; clinical trial tools; treatment products; etc

Choose your Healthcare mediums from the list below.

E05. 对疾病的认识 and 了解

为提高对某种疾病/医疗状况的认识和理解，改变观念或克服社会耻辱而创作的作品。

从下面的列表中选择您的医疗保健媒介。

E05. Disease Awareness & Understanding

Work created to raise awareness and understanding of a disease / medical condition, change perceptions or overcome social stigma.

Choose your Healthcare mediums from the list below.

医疗保健: 媒介

Healthcare Mediums

音频和广播 Audio & Radio	材料提交 Materials
音频和广播 通过卓越的音频、声音创新或卓越的听觉故事，在电波和数字流中传达品牌信息的作品。 • 评判的标准主要是创意和执行力。 • 每个执行为一个参赛项目 Audio & Radio Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Each execution constitutes one entry.	必须提交材料 • 原创音频文件 mp3 强烈建议(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • MP3 Original Version Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
品牌体验和激活 Brand Experience & Activation	材料提交 Materials
品牌体验和激活 通过体验设计、激活、沉浸式、零售和 360° 客户接洽的下一个级别使用，打造富有创造力、全面的品牌。参赛者应该展示出客户的旅程、品牌体验和每个接触点的优化，如何提高品牌亲和力和商业成功。 • 评审考虑的标准按以下加权：构思 20%；策略 20%；执行 30%；成果 30% Brand Experience & Activation Creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success. • A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

创意数据 Creative Data	材料提交 Materials
创意数据 通过对数据的创造性使用、解释、分析或应用来加强或推动的作品。对数据的创造性使用必须是创意的核心，其成果/影响必须是明确而有力的。 - 评审考虑的标准按以下加权：策略 30 %；数据应用 30%；理念 20%；影响及成果 20% Creative Data Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust. - A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% use of data; 20% idea; 20% impact and results.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
数码技巧 Digital Craft	材料提交 Materials
数码技巧：用户界面和导航 (UI) / 用户体验 (UX) 在数字医疗领域，专注于互动旅程及卓越的形式与功能的作品。作品应展示完美的设计、专业的执行力，以及所有数字平台上提供的出色用户体验，以推动医疗进步。 - 评审时考虑的标准主要是执行和体验 Digital Craft: Interface & Navigation (UI)/ User Experience (UX) Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution, and outstanding user experiences across all digital platforms to drive progress in healthcare. - Criteria considered during judging will predominantly be the execution and experience.	必须提交材料 - 数码演示图像 JPG - 网址 强烈建议(可选提交) - AR/ VR 文件 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG - URL Optional - AR/VR Files - Digital Supporting Content - Digital Supporting Images JPG

直销 Direct 直销 有针对性的、以反应为导向的创意。参赛作品应展示如何将洞察力和/或数据作为策略的一部分，以吸引特定的目标受众群体并发展客户关系，激发行动并产生可衡量的成果。 - 评审考虑的标准按以下加权：创意 30 %；策略 20 %；执行 20%；影响及成果 30% Direct Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results. - A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	材料提交 Materials 必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case Film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
娱乐 Entertainment 娱乐 通过音乐、体育及游戏等娱乐平台吸引用户的无法跳过的创意；以新方式传达品牌信息或与消费者建立联系。 - 评审考虑的标准按以下加权：构思与洞察力30%；创意30%；工艺与执行30%；成果20%。 - 品牌指的是人才、艺术家、创作者、网红、直播主播、运动员、团队、组织、赞助商、平台、媒体所有者、版权所有者或任何生产和分销与娱乐行业相关的产品和内容的实体。 - 如果您要提交一个系列，请将所有文件上传为一个影视文件，并注明下一集的开始。 - 传统的电影广告应参加电影媒介奖项。 Entertainment Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming; communicating a brand message or connecting with consumers in a new way. - A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results. - Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry. - If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. - Traditional film advertising should be entered into the Film medium.	材料提交 Materials 必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 原创内容 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Original Content - Digital Supporting Content - Digital Supporting Images JPG

影视 Film	材料提交 Materials
影视: 电视和数码影视内容 移动图像的创意。参赛作品应展示出色的品牌故事，以屏幕为载体；为电视、电影、的内容在线和户外体验而拍摄。 • 评审时考虑的标准主要是创意、执行和影响力。 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film: Cinema, TV and Digital Film Content Creativity of the moving image. Entries should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	必须提交材料 • 原创影片 强烈建议(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

影视制作 Film Craft	材料提交 Materials
影视制作：动画 / 视觉效果 为电影创作的所有形式和风格的动画和视觉效果 • 评审时考虑的标准主要是创意和执行 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film Craft: Animation / Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	必须提交材料 • 原创影片 强烈建议(可选提交) • 演示影片 其他(可选提交) • URL • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Film
影视制作：摄影 电影摄影的质量和效果。风格、艺术选择、摄影工作、电影技术、镜头构图、照明和其他效果都将被考虑。 • 评审时考虑的标准主要是创意和执行 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. • Criteria considered during judging will predominantly be the idea and the execution. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	Highly Recommended (Optional) • Demo film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
影视制作：指导 导演的视野和成就，包括通过导演的视野对创意简报的翻译，以及该视野的实现程度。这可能包括但不限于选角、布景设计、声音设计和电影摄影的方式，以使这一愿景成为现实。 • 评审时考虑的标准主要是创意和执行 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film Craft: Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life. • Criteria considered during judging will predominantly be the idea and the execution. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
影视制作：制作设计 / 美术指导 制作设计/艺术指导的美感。这包括布景设计和场地搭建，以及作品的整体外观、感觉和氛围。评审团将考虑如何通过视觉组件的艺术管理来加强叙事。 • 评审时考虑的标准主要是创意和执行 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film Craft: Production Design / Art Direction The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components. • Criteria considered during judging will predominantly be the idea and the execution. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry	

影视制作：脚本 电影的剧本，如其所写。对剧本的分析将包括对话、画外音、场景设置、运动、动作和表情。评审团将考虑剧本如何成功地实现创意理念，同时考虑传达重要的健康相关信息的有效性。 • 评审时考虑的标准主要是创意和执行 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health related information. • Criteria considered during judging will predominantly be the idea and the execution. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry	必须提交材料 • 原创影片 强烈建议(可选提交) • 演示影片 其他(可选提交) • URL • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Film Highly Recommended (Optional) • Demo film Optional • URL • Digital Supporting Content • Digital Supporting Images -JPG
影视制作：音乐/声音设计的使用 原创/授权音乐和/或声音设计在电影广告中的创造性使用的影响和成功。 • 评审时考虑的标准主要是创意和执行 • 非英语作品应配有英文字幕，以确保能够准确理解其内容。请注意，不允许进行配音。 • 每部电影的执行为一个参赛项目 Film Craft: Use of Music / Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	

健康产品革新 Healthcare Product Innovation	材料提交 Materials
健康产品革新 帮助健康品牌解决业务或病人问题的产品、设备和服务创新，或为解决品牌传播 需求而生产/开发的产品。 - 评审考虑的标准及相应加权比例如下：创意40%；执行、形式及功能40%；成果 20%。 Healthcare Product Innovation Products, devices and service innovations that have helped solve a business or patient issue for a health brand, or have been produced/developed in order to solve a brand' s communication need. - A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

行业艺术 Industry Craft	材料提交 Materials
行业艺术：艺术指导 整体设计、方向和视觉执行。 - 所有品牌和传播设计，包装设计，印刷、出版和户外。 - 评审时考虑的标准主要是执行。 - 对于标准打印和户外项目，每次执行为一个参赛项目。 - 对于包装&品牌传播&设计参赛项目，整个活动为一个参赛项目。 - 同一件作品参赛“行业艺术”的次数没有总体限制。 Industry Craft: Art Direction The overall design, direction and visual execution. - All Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. - Criteria considered during judging will predominantly be the execution. - For Standard Print and Outdoor entries each execution constitutes one entry. - For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. - There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	必须提交材料 - 原装校样数码图像 JPG 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Proof JPG Highly Recommended (Optional) - Demo film
行业艺术：文案写作 文案如何将创意理念带入生活。 - 所有品牌和传播设计，包装设计，印刷、出版和户外。 - 评审时考虑的标准主要是执行。 - 对于标准打印和户外项目，每次执行为一个参赛项目。 - 对于包装&品牌传播&设计参赛项目，整个活动为一个参赛项目。 - 同一件作品参赛“行业艺术”的次数没有总体限制。 Industry Craft: Copywriting How the copywriting brings the creative idea to life. - All Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. - Criteria considered during judging will predominantly be the execution. - For Standard Print and Outdoor entries each execution constitutes one entry. - For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. - There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

行业艺术: 插图 插图的创造性影响。 - 所有品牌和传播设计, 包装设计, 印刷、出版和户外。 - 评审时考虑的标准主要是执行。 - 对于标准打印和户外项目, 每次执行为一个参赛项目。 - 对于包装&品牌传播&设计参赛项目, 整个活动为一个参赛项目。 - 同一件作品参赛“行业艺术”的次数没有总体限制。 Industry Craft: Illustration The creative impact of the illustration. - All Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. - Criteria considered during judging will predominantly be the execution. - For Standard Print and Outdoor entries each execution constitutes one entry. - For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. - There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	必须提交材料 - 原装校样数码图像 JPG 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Proof JPG Highly Recommended (Optional) - Demo film
行业艺术: 摄影 通过使用摄影和创造性的表达方式进行参与。 - 所有品牌和传播设计, 包装设计, 印刷、出版和户外。 - 评审时考虑的标准主要是执行。 - 对于标准打印和户外项目, 每次执行为一个参赛项目。 - 对于包装&品牌传播&设计参赛项目, 整个活动为一个参赛项目。 - 同一件作品参赛“行业艺术”的次数没有总体限制。 Industry Craft: Photography Engagement through use of photography and creative expression. - All Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. - Criteria considered during judging will predominantly be the execution. - For Standard Print and Outdoor entries each execution constitutes one entry. - For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. - There is no overall limit to how many times the same piece of work can be entered into Industry Craft	Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
行业艺术: 排版 通过使用排版传达的设计美学和故事性。 - 所有品牌和传播设计, 包装设计, 印刷、出版和户外。 - 评审时考虑的标准主要是执行。 - 对于标准打印和户外项目, 每次执行为一个参赛项目。 - 对于包装&品牌传播&设计参赛项目, 整个活动为一个参赛项目。 - 同一件作品参赛“行业艺术”的次数没有总体限制。 Industry Craft: Typography Design aesthetics and storytelling conveyed through the use of typography. - All Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. - Criteria considered during judging will predominantly be the execution. - For Standard Print and Outdoor entries each execution constitutes one entry. - For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. - There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	

整合 Integrated	材料提交 Materials
整合 使用多种媒体平台的作品。作品应展示所选元素或渠道在整个活动中的整合，以及不同媒体如何相辅相成以推动切实的业务成果，对促进文化变革或实现品牌目标如何不可或缺。 - 评审时主要考虑的标准包括创意、战略、执行和结果。 Integrated Work that uses multiple media platforms. Entries should demonstrate the integration of chosen elements or channels throughout the campaign, and how the different media complemented and built on each other to drive tangible business results, were instrumental to cultural change or integral in the achievement of brand purpose. - Criteria considered during judging will predominantly be the idea, strategy, execution and results.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

移动端 Mobile	材料提交 Materials
移动端 设备驱动创意。作品应展示在便携式平台上的表现；手持或可穿戴环境作为作品创意不可或缺的一部分，在多方面对创意的实施发挥关键作用。 - 评审时考虑的标准包括：创意、执行、平台相关性、影响力和结果。 Mobile Device-driven creativity. The work should demonstrate performance in portable platforms; work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution. - Criteria considered during judging includes: idea, execution, platform relevance, impact and results.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

户外 Outdoor	材料提交 Materials
户外：环境 非标准和自由格式的户外广告，以非常规的方式利用公共空间、物体和环境。包括但不限于小规模解决方案、特别建造、装置、现场广告和活动。 • 评判的标准主要是创意、执行和影响。 Outdoor: Ambient Non-standard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. Including, but not limited to, small scale solutions, special build, installations, live advertising and events. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
户外：传统 用于静态和数字广告牌、海报、公共汽车站、店内海报、销售点、标牌、交通解决方案、横幅等的内容。 • 评判的标准主要是创意、执行和影响。 • 对于标准户外项目，每个执行构成一个参赛项目 Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in store posters, point of sale, signage, transit solutions, banners etc. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Outdoor entries each execution constitutes one entry.	必须提交材料 • 原装校样数码图像 JPG 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Proof JPG Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

公关 PR	材料提交 Materials
公关 策略性和创造性的沟通，展示原创性思维、变革性的洞察力和根植于收益的策略如何影响舆论并推动商业、社会和/或文化变革。以讲故事为核心的工作，建立、保护和提高一个组织或品牌的声誉和业务。 - 评审考虑的标准及相应加权比例如下： 构思 20%；公关策略 30%；公关执行 20%；影响力及成果 30%。 PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organisation or brand. - A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

印刷和出版 Print & Publishing	材料提交 Materials
印刷和出版：抵押品 手册、小册子、遗留物、定制的销售材料、细节帮助、促销品、品牌提醒、日历、通讯、年度报告和新闻发布。 - 评判的标准主要是创意、执行和影响。 Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. - Criteria considered during judging will predominantly be the idea, the execution and the impact.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Demo film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
印刷和出版：传统 用于出版印刷媒体的内容，包括但不限于：报纸、杂志、医学期刊和插页。 - 评判的标准主要是创意和执行力。 - 对于传统印刷类目，每次执行为一个参赛类目。 Print & Publishing: Standard Content intended for published printed media including, but not limited to; newspaper, magazines, medical journals and inserts. - Criteria considered during judging will predominantly be the idea, the execution and the impact. - For Standard Print entries each execution constitutes one entry.	必须提交材料 - 原装校样数码图像 JPG 强烈建议(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Proof JPG Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

社交及影响者 Social & Influencer	材料提交 Materials
社交和影响者 专为医疗保健行业打造的，与在线社区互动、加强有意义的关系，并为品牌带来可衡量的结果的创意社交思维和战略影响者营销解决方案。 - 评审考虑的标准及相应加权比例如下：创意30%；策略20%；执行20%；成果30%。 Social & Influencer Creative social thinking and strategic influencer marketing specifically created for healthcare solutions to engage with online communities, enhance meaningful relations and deliver measurable results for a brand. - A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results	必须提交材料 - 数码演示图像 JPG - 网址 强烈建议(可选提交) - 案例影片 其他(可选提交) - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG - URL Highly Recommended (Optional) - Case film Optional - Digital Supporting Content - Digital Supporting Images JPG

科技运用 Use of Technology	材料提交 Materials
科技运用 使用现有的或新的技术来执行或支持一个品牌活动。包括但不限于人工智能、AR和VR、机器人、小玩意和电子产品、可穿戴和互动技术等。不包括早期阶段技术的原型。 - 评判标准主要是对品牌、产品或服务的技术的理念、执行和结果 Use of Technology Use of existing or new technology to execute or support a brand campaign. Including, but not limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech. - Criteria considered will predominately be the idea, execution and results of the technology on the brand, product or service.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

行业艺术

Industry Craft

行业艺术顶尖奖表彰完美和创意执行的解决方案所必需的创意艺术，才能和技能。

作品应展示应用创造性技术的最高水平的专业知识和远见。

- 评审主要考虑的标准是执行。仅数字作品应提交入数字创作，不符合此项的资格。
- 包装、印刷和出版以及户外的单个执行项目只能提交相关类别的评选。但是，如果它们构成了一个更广泛的活动的一部分，将被接受为“品牌传播和设计”。
- 对于“标准印刷品和户外作品”，每个执行项目为一个作品。
- 对于“包装和品牌传播与设计作品”，整个活动应作为一个作品参赛。
- 同一作品在此奖项提交的次数没有总体限制。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Industry Craft Spikes celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life.

Work will need to demonstrate the highest levels of expertise and vision in the application of creative techniques.

- The main criteria considered during judging will be the execution. Digital only work should be entered into digital craft and will not be eligible here.
- Single executions of Packaging, Print & Publishing and Outdoor should only be entered into the relevant category. However, if they form part of a wider campaign they will be accepted into Brand Communication and Design.
- For Standard Print and Outdoor entries, each execution constitutes one entry.
- For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry.
- There is no overall limit to how many times the same piece of work can be entered into Industry Craft.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 排版 通过排版的使用来传达的设计美学和叙事。 A. Typography Design aesthetics and storytelling conveyed through the use of typography.	材料提交 Materials
A01. 排版：品牌与传播设计 包括品牌识别、标志设计、自我宣传、品牌环境设计、品牌宣传品、企业宣传、促销品和其他综合品牌方案。 <i>独立的包装、印刷与出版和户外海报设计作品不应提交到这里。请提供实物样品，供评委体验。</i> A01. Typography: Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. <i>Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

	Digital Supporting Images JPG
A02. 排版：户外 任何户外作品，包括但不限于传统广告牌、海报、数字户外屏幕或环境作品。 A02. Typography: Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	必须提交材料 - 原装校样数码图像 JPG 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Proof JPG
A03. 排版：印刷出版 任何印刷或出版的作品。 A03. Typography: Print & Publishing Any print or published work.	Highly Recommended (Optional) - Demo Film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
A04. 排版：包装设计 任何包装。 <i>请提供实物样品，供评委体验。</i> A04. Typography: Packaging Design Any packaging. <i>Please send physical samples for the jury to experience.</i>	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 演示影片 - 实物辅助材料 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Demo Film - Physical Support Material Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

B. 艺术指导 作品将侧重于整体设计、方向和视觉执行。 B. Art Direction The work in these categories will focus on the overall design, direction and visual execution.	材料提交 Materials
B01. 艺术指导：品牌与传播设计 包括品牌识别、标志设计、自我宣传、品牌环境设计、品牌宣传品、企业宣传、促销品和其他综合品牌方案。 <i>独立的包装、印刷与出版和户外海报设计作品不应提交到这里。请提供实物样品供评委体验。</i> B01. Art Direction: Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. <i>Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

B02. 艺术指导：户外 任何户外作品，包括但不限于传统广告牌、海报、数字户外屏幕或环境作品。 B02. Art Direction: Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	必须提交材料 • 原装校样数码图像 JPG 强烈建议(可选提交) • 演示影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
B03. 艺术指导：印刷与出版 任何印刷或出版的作品。 B03. Art Direction: Print & Publishing Any print or published work.	Compulsory • Digital Proof JPG Highly Recommended (Optional) • Demo Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B04. 艺术指导：包装设计 任何包装。 <i>请提供实物样品供评委体验。</i> B04. Art Direction: Packaging Design Any packaging. <i>Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

C. 插图 此类部的作品着重于插图的创造性影响 C. Illustration The work in these categories will focus on the creative impact of the illustration.	材料提交 Materials
C01. 插图：品牌与传播设计 包括品牌识别、标志设计、自我宣传、品牌环境设计、品牌宣传品、企业 宣传、促销品和其他综合品牌方案。 <i>独立的包装、印刷与出版和户外海报设计作品不应提交到这里。请提供实 物样品，供评委体验。</i> C01. Illustration: Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. <i>Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

C02. 插图：户外 任何户外作品，包括但不限于传统广告牌、海报、数字户外屏幕或环境作品。 C02. Illustration: Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	必须提交材料 • 原装校样数码图像 JPG 强烈建议(可选提交) • 演示影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Proof JPG Highly Recommended (Optional) • Demo Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
C03. 插图：印刷与出版 任何印刷或出版的作品。 C03. Illustration: Print & Publishing Any print or published work.	
C04. 插图：包装设计 任何包装。 <i>请提供实物样品供评委体验。</i> C04. Illustration: Packaging Design Any packaging. <i>Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

D. 摄影 此类别的作品将侧重通过创造性表达进行参与。 D. Photography The work in these categories will focus on engagement through creative expression.	材料提交 Materials
D01. 摄影：品牌与传播设计 包括品牌识别、标志设计、自我宣传、品牌环境设计、品牌宣传品、企业 宣传、促销品和其他综合品牌方案。 <i>独立的包装、印刷与出版和户外海报设计作品不应提交到这里。请提供实 物样品供评委体验。</i> D01. Photography: Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. <i>Standalone Packaging , Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D02. 摄影：户外 任何户外作品，包括但不限于传统广告牌、海报、数字户外屏幕或环境作品。 D02. Photography: Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	必须提交材料 • 原装校样数码图像 JPG 强烈建议(可选提交) • 演示影片 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Proof JPG

D03. 摄影：印刷与出版 任何印刷或出版的作品。 D03. Photography: Print & Publishing Any print or published work.	Highly Recommended (Optional) Demo Film Optional URL Digital Supporting Content Digital Supporting Images JPG
E. 文案写作 此类别的作品将侧重于文案如何令创意栩栩如生。 E. Copywriting The work in these categories will focus on how the copywriting brings the creative idea to life.	材料提交 Materials
E01. 文案写作：品牌与传播设计 包括品牌识别、标志设计、自我宣传、品牌环境设计、品牌宣传品、企业宣传、促销品和其他综合品牌方案。 独立的包装、印刷与出版和户外海报设计作品不应提交到这里。请提供实物样品供评委体验。 E01. Copywriting: Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.	必须提交材料 数码图像文件 JPG 强烈建议(可选提交) 演示影片 实物辅助材料 其他(可选提交) 网址 数码辅助内容 数码辅助图像 JPG Compulsory Digital Presentation Image JPG Highly Recommended (Optional) Demo Film Physical Support Material Optional URL Digital Supporting Content Digital Supporting Images JPG
E02. 文案写作：户外 任何户外作品，包括但不限于传统广告牌、海报、数字户外屏幕或环境作品。 E02. Copywriting: Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	必须提交材料 原装校样数码图像 JPG 强烈建议(可选提交) 演示影片 其他(可选提交) 网址 数码辅助内容 数码辅助图像 JPG Compulsory

E03. 文案写作：印刷与出版 任何印刷或出版的作品。 E03. Copywriting: Print & Publishing Any print or published work.	- Digital Proof JPG Highly Recommended (Optional) - Demo Film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
E04. 文案写作：包装设计 任何包装。 <i>请提供实物样品供评委体验。</i> E04. Copywriting: Packaging Design Any packaging. <i>Please send physical samples for the jury to experience.</i>	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 演示影片 - 实物辅助材料 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Demo Film - Physical Support Material Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
E05. 文案：卓越的图像描述 新增 制作精美且卓有成效的图像描述，用于为盲人和弱视者传达信息、营造氛围和传递品牌信息。 <i>图像描述应完整、准确和简洁，并且所有作品必须在资格期内运营存续。</i> E05. Copywriting: Excellence in Image Description NEW Beautifully crafted and effective image descriptions used to convey information, establish a mood and express a brand for people who are blind and partially sighted. <i>The image description should be complete, accurate, and concise and all work must have run within the eligibility period.</i>	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Demo Film

	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
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创新

Innovation

创新顶尖奖旨在表彰突破性的创新、技术和解决问题的理念，这些理念将想象转化为有影响力的现实成果。

- 同一件作品只能提交入类部 A 或类部 B，作品最多可以提交入类部 “B. 创新” 两次。但是，同一作品只能提交入 “A. 早期阶段的科技” 一次。
- 提交入 “A01.早期阶段的科技” 的作品可以处于原型/预生产阶段。但是，预开发的理念/概念不符合参赛资格。所有类别的参赛者必须能够充分展示所参赛的任何技术。仅有概念的作品不符合参评资格。
- 入围的参赛者将被要求在线向评审团展示其作品。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Innovation Spikes celebrate ground-breaking innovation, technology and problem solving ideas that turn imagination into impactful reality.

- The same piece of work may only be entered in either section A or B. Work can be entered up to two times in section ‘B. Innovation’. However, the same piece of work may only be entered once in ‘A. Early Stage Technology’.
- Work entered into ‘A01. Early Stage Technology’ may be at prototype/pre-production stage. However pre-development ideas/concepts are not eligible. Entrants in all categories must be in a position to fully demonstrate any technology entered. Concepts alone will not be permitted.
- Shortlisted entrants will be required to present their work to the jury online.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 早期阶段的科技 A. Early-Stage Technology	材料提交 Materials
A01. 早期阶段的科技 展示仍处于原型和测试阶段的技术作品。这些技术可能仍在寻求资金，或者仅在其预期规模的一小部分范围内运作。 A01. Early-stage Technology Work that showcases technology still in the prototype and beta stages of its creation. It may still be attracting funding or only operating at a fraction of their projected scale.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

B. 创新 B. Innovation	材料提交 Materials
B01. 品牌主导的创新 与品牌保持一致、具有突破性和革命性的创意，以及前瞻性的思维方法；这些方法旨在解决具体的品牌挑战和/或推动品牌向前发展。 B01. Brand-Led Innovation Brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to specific brand challenges and/or propelling a brand forward. B02. 产品创新 为应对企业或消费者的挑战而创造开发的产品。这可能包括但不限于解决方案驱动型产品、消费者体验、将技术融入日常生活和可持续发展。 B02. Product Innovation Products created and developed in response to a business or consumer challenge. This could include, but is not limited to, solutions-driven products, consumer experience, integration of technology into daily life and sustainability. B03. 环境创新 展示对环境作出积极贡献的作品。对环境有长期可持续影响的作品和创新的再生方法。 B03. Environmental Innovation Work that demonstrates a positive environmental contribution. Innovative approaches to being regenerative and work that creates a long-term sustainable impact on the environment. B04. 社会创新 探索应对复杂社会挑战的作品。寻求推动积极、重大变革的创新解决方案。这可能包括但不限于教育、医疗保健、平等、普惠金融、社会正义和文化规范。 B04. Societal Innovation Work that addresses complex societal challenges. Innovative solutions that seek to drive positive and transformative change. This could include, but not be limited to, education, healthcare, equality, financial inclusion, social justice and cultural norms. B05. 技术 旨在提升、丰富或优化品牌的突破性技术或解决方案。这可能包括但不限于数据主导的技术、创新平台、工具、模型、计划、硬件、软件、定制产品和解决方案。 B05. Technology Breakthrough technology or solutions that aim to advance, enrich or improve a brand. This could include, but not be limited to data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions. B06. 金融科技 展示创新机会以重塑金融格局的作品。 这可能包括但不限于通过降低成本扩大在新兴市场的准入、 开创新型金融产品来赋能消费者，以及变革支付方式来重塑消费者的财务处理方式。 B06. Fintech Work that demonstrates innovative opportunities that aim to reshape the financial landscape. This could include, but not be limited to, expanding access in emerging markets by reducing costs, pioneering financial products that empower consumers and revolutionising payments to reshape how consumers handle their finances.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

整合

Integrated

整合顶尖奖表彰的是应用多项媒体平台的作品。

作品需展示在整个活动中所选择的元素或渠道的整合，以及不同媒体如何相互补充、相辅相成，推动切实的商业成果，对于推动文化变革或实现品牌目标至关重要。

- 同一个作品在“整合”中只可以参赛一次
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Integrated Spikes celebrate work that uses multiple media platforms.

The work should demonstrate the integration of chosen elements or channels throughout the campaign. It should illustrate how the different media complemented and built on each other to drive tangible business results, while being instrumental in driving to cultural change or integral to achieving the brand's purpose.

- The same piece of work can only be entered once in Integrated.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 整合 A. Integrated	材料提交 Materials
A01. 综合性 创造性地使用多种渠道和接触点，成功地将一个强大的理念融入社会，推动行为变化的有形商业成果的作品。 A01. Integrated Work that creatively uses multiple channels and touchpoints to successfully integrate a powerful idea into society, driving behavioural change tangible business results.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case Film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

媒介

Media

媒介顶尖奖表彰的是创意的背景。

作品需展示鼓舞人心和创新的媒介创意实施；通过改变游戏规则渠道策略来加强和放大作品，带给消费者新的体验与旅程。

- 评审考虑的标准及相应加权比例如下：洞察力及构思 3 0%；媒介策略及目标 3 0%；媒介执行 2 0%；和影响度及成果 2 0%。
- 同一作品在媒体类别中可以最多提交三次，但不包括“E：优等媒体”部分。然而，同一作品在“A. 行业”中只能提交一次。
- 针对类别“E. 优等媒体”的参赛作品，只有独立媒体机构或媒体网络或独立媒体网络拥有的公司才能提交并支付费用。同一作品只能在本部分的每个类别中参赛一次。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Media Spikes celebrate the context of creativity.

The work will need to demonstrate an inspiring and innovative implementation of media ideas; enhanced and amplified by a game-changing channel strategy that takes consumers on new journeys and unlocks new experiences.

- A number of criteria will be considered during judging and weighted as follows: 30% insight and idea, 30% media strategy and targeting; 20% media execution; 20% impact and results.
- The same piece of work can be entered up to three times in Media, not including Section ‘E: Excellence in Media Craft’ . However, the same piece of work may only be entered once in ‘A. Media: Sectors’ .
- Entries in Section E: Excellence in Media Craft can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this Section.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 媒介：业界 同一作品只能在此类部提交一次。 A. Media: Sectors The same work can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，包括食品和饮料、化妆品、清洁用品、其他快速消费品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务。 <i>所有关于快餐的作品应该提交入类别 A 03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁店）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 颁奖典礼展示影片 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	Highly Recommended (Optional) • Case Film

A03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道, 包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店, 包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店, 包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务, 其他商业服务, 内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 D. 文化及背景 - 类别中的 D07. 企业宗旨和社会责任。</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisation. <i>All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose & Social Responsibility category in Section D Culture & Context.</i>	

B. 频道 作品将根据媒体创意和渠道创新进行评判;超越现有形式, 释放媒体机会, 有效传达品牌信息的作品。 B. Channels Work in these categories will be judged on media creativity and channel innovation. Work should unleash the media opportunities beyond existing formats to effectively communicate the brand message.	材料提交 Materials
B01. 应用屏幕和视听平台 这包括但不限于电视、视频点播平台 (VOD)、直播平台和其他在线服务提供者。电视以外的屏幕可能包括但不限于触屏、动态数码屏、互动屏和响应式显示器。 B01. Use of Screens & Audio Visual Platforms This includes but not limited to TV, video-on-demand platforms (VOD), streaming platforms and other online service providers. Screens other than TV might include, but are not limited to, touchscreens, dynamic digital screens, interactive screens and responsive displays.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B02. 应用音频平台 这包括但不限于广播、播客和其他音频技术。 B02. Use of Audio Platforms This includes but is not limited to radio, podcasts and other audio technology.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content
B03. 应用印刷品 类别中的作品可以包括但不限于报纸、杂志、插页和行业期刊, 以及具有数字和互动元素的印刷作品, 例如可下载的应用程序、二维码、增强现实 (AR) 和3D打印。 B03. Use of Print The work in this category may include, but is not limited to, newspapers, magazines, inserts and trade journals, print work with digital and interactive elements such as downloadable applications, QR codes, AR and 3D printing.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content

	Digital Supporting Images JPG
B04. 户外使用 包括传统的广告牌或海报位、公交站亭、墙面广告和使用标准广告空间的交通广告。 B04. Use of Outdoor Including traditional billboard or poster sites, bus shelters, wallscapes and transit advertising using standard advertising space.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
B05. 小型媒介 非邮件和印刷品，包括小型实物和所有其他手持式（或同等大小）物品。 <i>小型媒介指的是物品的尺寸大小，而不分规模。请提供实体样品，供评审团体验。</i> B05. Small-Scale Media Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. <i>'Small-scale' refers to the physical size of the ambient item, not the scale of the distribution. Please send physical samples for the jury to experience.</i>	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 案例影片 - 演示影片 - 实物辅助材料 其他(可选提交) - 网址 - 数码辅助图像 JPG - 数码辅助内容 Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film - Demo Film - Physical Support Material Optional - URL - Digital Supporting Content - Digital Supporting Images JPG

B06. 大型媒介 非传统的户外 / 广告牌，这包括但不限于 3D 和非标准形状的场地、验票闸机、标牌、墙景、数码广告牌、窗贴、建筑包装、直升机横幅和其他利用空间或现有永久特征的执行。 <i>大型媒介指的是物品的尺寸大小，而不分规模。</i> B06. Large-Scale Media Non-traditional outdoor / billboards. This includes but is not limited to 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. <i>'Large-scale' refers to the physical size of the ambient item or execution, not the scale of the distribution</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
B07. 活动 & 特技的使用 在传统、数字和新兴环境中使用特技、活动、活动赞助、比赛、促销游戏、街头艺术、游击营销、发布派对、现场表演、直播活动、节日、音乐会、体育赛事等的作品。 B07. Use of Events & Stunts Work which uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments.	Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
B08. 数字平台的应用 在线平台或相关技术以及在媒体活动中对数字环境的利用。这可能包括但不限于网站、微型网站、搜索引擎、电商平台、横幅广告、即时通讯、手机应用程序等。 <i>社交媒体主导的活动应提交入 B10 类别 - 社交平台的使用。</i> B08. Use of Digital Platforms Online platforms or associated technologies and the harnessing of a digital environment in a media campaign. This may include, but is not limited to, websites, microsites, search engines, ecommerce platforms, banner ads, instant messaging, mobile apps, etc. <i>Social media-led campaigns should be entered in B10. Use of Social Platforms.</i>	必须提交材料 • 数码演示图像 • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • AR/VR 文件 • 数码辅助图像 • 数码辅助内容 Compulsory • Digital Presentation Image JPG • URL
B09. 流动的使用 移动技术，包括智能手机、平板电脑、蓝牙、SMS、MMS、WAP、GPS、移动游戏和应用程序等。 B09. Use of Mobile Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, etc.	Highly Recommended (Optional) • Case film Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

B010. 社交平台的使用 使用社交媒体、博客、维基、内容分享网站、托管服务等来创建和/或加强与社区/消费者的关系。通过社交数据的战略使用和相关的目标定位方法获得的见解也将被纳入评估范围。 <i>此类别作品应在社交平台上计划和执行，而不是进行社交活动。</i> B010. Use of Social Platforms Work that uses social media, blogs, wikis, content-sharing sites, hosted services, etc. to create and / or enhance relationships with a community / consumers. Insights gained through the strategic use of social data and associated targeting methods will also be considered. <i>Work entered in this category should be planned and executed on Social Platforms as opposed to campaigns that went social.</i>	必须提交材料 • 数码演示图像 • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助图像 • 数码辅助内容 Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case film Optional • Digital Supporting Content • Digital Supporting Images JPG
B11. 创新地利用网红的力量 发挥创意，创新地利用网红来推动品牌信息和意识触达到特定的受众和/或驱动业务的结果。 B11. Innovative Use of Influencers The creative and innovative use of influencers to drive brand message and awareness to a specific audience and/or to drive business results.	
B12. 新现实和新兴技术 利用现有或新技术来执行或支持媒体活动，创造性地突破现有平台或媒体格式的界限。包括但不限于AR、VR、AI、可穿戴技术和移动设备、语音技术、区块链技术、游戏化、虚拟世界、元宇宙和所有其他新兴平台。不包括早期技术的原型。 B12. New Realities & Emerging Tech Use of existing or new technology to execute or support a media campaign, which creatively pushes the boundaries of existing platforms or media formats. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	必须提交材料 • 数码演示图像 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/ VR 文件 • 数码辅助图像 • 数码辅助内容 Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
B13. 零售媒体 新增 品牌能战略性地利用零售商拥有的渠道（例如网站、应用程序和店内展示）在关键决策时刻吸引消费者，利用有针对性的洞察来增强品牌相关性并推动可衡量业务成果。 B13. Retail Media NEW Brands that strategically harness retailer-owned channels (such as websites, apps and in-store displays) to engage consumers at crucial decision-making moments, using targeted insights to enhance brand relevance and drive measurable business outcomes.	必须提交材料 • 数码演示图像 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助图像 • 数码辅助内容

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

	Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Case film Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
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C. 洞察力与媒体策略 该类别的作品应体现见解和数据如何影响内容的有效投放和媒体执行，以促进与消费者的互动。评审将重点考虑作品在吸引目标受众方面的成功程度。请注意，该类别的作品不以内容本身为评审依据，而是重视媒体在内容创造、利用及传播中的作用。 C. Insights & Media Strategy Work in these categories should demonstrate how insights and data contributed to the successful placement and media execution of content used to engage with consumers. The work will be judged on how successfully it demonstrates target-audience-related engagement. Please note that the work in these categories will not be judged on the content itself, but the role of media in creating, leveraging and amplifying the content.	材料提交 Materials
C01. 受众洞察力 利用受众的洞察力和对消费者行为或需求的理解，制定定制的媒体策略。作品应展示这些见解如何有助于媒体活动的有效性并产生实际影响。 使用数据来发现或产生有助于媒体执行效率的见解。 C01. Audience Insights The use of audience insights and understanding of consumer behaviours or needs in order to develop a customised media strategy. The work in this category should demonstrate how these insights contributed to the effectiveness of the media campaign and generated real impact.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
C02. 使用品牌或产品整合到一个计划或平台中 包括但不限于，在电影、电视、迷你剧、网络剧、音乐视频、直播服务、赞助等方面的产品植入和品牌推广。 C02. Use of Brand or Product Integration into a Programme or Platform Including, but not limited to, product placement and branding in film, TV, mini-series, web series, music video, streaming services, sponsorship, etc.	Highly Recommended (Optional) • Case film
C03. 数据驱动的目标选择 创意地运用或诠释数据驱动的精准定位。作品需展示数据对程序化定位的贡献，或提供关键的量化洞察，以帮助定义目标受众、品牌信息或传播渠道。 C03. Data-Driven Targeting The creative use or interpretation of data-driven effective targeting. The work should demonstrate how data either contributing to programmatic targeting, or providing a key quantitative insight that helped define the target, brand message or channel.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
C04. 使用为数字或社交创造的品牌内容 包括品牌社交媒体、网站、微型网站、移动应用、游戏、原生广告等。 C04. Use of Branded Content created for Digital or Social Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.	
C05. 数据整合 创造性地使用社交媒体上的数据。通过策略性使用社交数据和相关的目标定位方法获得的洞察力将被考虑。 C05. Data Integration The creative interpretation of data to demonstrate how different streams were integrated to provide new insights from planning through to delivery of a creative campaign or brand strategy	

C06. 品牌知识产权的共同创造 品牌或产品与媒体合作伙伴合作，创造一个新的以及共享的 IP 片段，以推动用户粘性和特定的商业成效。作品应展示这一合作是如何有效和互利的。 C06. Co-creation of Branded IP The creation of a new and shared piece of IP by a brand or product in collaboration with its media partners to drive engagement and specific business results. The work should demonstrate how effective and mutually beneficial the unified working relationship was.	
D. 文化与背景 通过文化洞察力和区域背景使作品栩栩如生。 D. Culture & Context Work that is brought to life through cultural insights and regional context.	材料提交 Materials
D01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 D01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
D02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 D02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film
D03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。参赛作品应描述该作品是如何为特定的目标市场而设计的。 D03. Single-Market Campaign Work that only aired or ran in a single country / region / market. The work should describe how the it was designed for the specific target market.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D04. 社交行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 D04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
D05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 D05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	

D06. 预算突破 创造性地使用与市场和/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 D06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
D07. 企业宗旨和社会责任 目标驱动的作品/品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 媒体行业下的类别 A06. - 非营利/慈善/政府。</i> D07. Corporate Purpose & Social Responsibility Purpose driven work or brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. Media Sectors.</i>	
D08. 市场颠覆 针对当地/区域/全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 D08. Market Disruption Brands that have creatively adapted their strategy in response to local/ regional/ global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
D09. 文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 D09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

E. 优等媒体 在利用媒体传递品牌信息、改变行为或大规模吸引消费者方面展现出独创性和杰出工艺的作品。 作品只能由独立媒体机构或媒体网络或独立媒体网络拥有的公司提交并付费。同一件作品只能在本类部的每个类别中参赛一次。 E. Excellence in Media Work that exhibits ingenuity and outstanding craftsmanship in harnessing media to deliver a brand message, change behaviour or engage consumers at scale. The work in this section can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this Section.	材料提交 Materials
E01. 媒体洞察力和策略 利用对消费者行为/ 需求的洞察和理解, 制定定制的媒体策略, 以满足品牌的具体业务目标、营销目标和整体品牌的定位。 E01. Media Insights & Strategy The use of unlocked insights and understanding of consumer behaviour / needs in order to develop a customised media strategy to meet a brands specific business objectives, marketing goals and overall brand' s positioning.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
E02. 媒介策划 寻找和选择媒体平台, 根据深入的受众洞察力和创造性地使用媒体渠道来传递品牌信息。该工作应详细说明的范围, 渗透和频率的信息, 以产生所需的反应。 E02. Media Planning Sourcing and selection of media platforms to deliver a brand's message based on deep audience insight and creative use of media channels. The work should detail the reach, penetration and frequency of the message to generate the desired response.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film
E03. 媒体执行 作品应该展示媒体思维与与媒体所有者的熟练谈判如何有助于在选定的渠道上执行活动策略, 并实现商业目标。评委将考量有效利用媒体渠道作为品牌叙事和创意交付的一部分。 E03. Media Execution The work should demonstrate how media thinking and skillful negotiations with media owners contributed to the execution of a campaign strategy across selected channels and achieved business goals. Consideration will be given to effective use of media channels as part of the brand storytelling and to the creative delivery.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

E04. 渠道整合的应用 连接多个品牌接触点，并成功地模糊了所选媒介渠道之间的界限，并展示了不同的媒体如何相互补充和建立，以突破并实现明确的品牌目标的作品。 <i>此类别的作品必须展示在活动中使用了多种类型的媒体(例如屏幕，社交，户外，印刷，新现实)。</i> E04. Use of Channel Integration Work which connects multiple brand touch-points, successfully blurring the line between chosen media channels and demonstrating how the different mediums complement and build on each other to cut through and deliver results on clear brand objectives. <i>The work in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor, Print, New Realities).</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E05. 数据和分析应用 新增 通过数据与分析为媒体策略奠定基础或推动洞察，帮助定义目标、品牌信息或渠道。作品应提供研究或洞察的证据、思维质量以及策略发展的过程。 E05. Use of Data & Analytics NEW The application of data and analytics to form the basis of a media strategy or drive insights that help define the target, brand message or channel. The work should provide evidence of research or insight, quality of thinking and the development of a strategy.	

音乐

Music

音乐顶尖奖表彰的是创意音乐合作及品牌音乐内容。

作品需展示音乐的原创制作、推广或发行，利用录音艺术家或平台以创意方式与消费者交流。

- 评审考虑的标准按以下加权：策略及洞察力20%；创意30%；工艺及执行30%；成果20%。
- 品牌指艺人、艺术家、创作者、网红、组织、赞助商、平台、媒体所有者、版权持有者或任何生产和传播与音乐产业相关的产品和内容的实体。
- 只要所选类别相关，同一作品参加音乐顶尖奖的次数没有总体限制。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Music Spikes celebrate creative musical collaborations and branded music content.

The work will need to demonstrate original production, promotion or distribution of music for brands. Work that creatively leverage a recording artist or platform to communicate with consumers.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the music industry.
- There is no overall limit to how many times the same piece of work can be entered into Music Spikes as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 音乐品牌内容 A. Branded Content for Music	材料提交 Materials
A01.优秀的音乐视频 卓越的原创及互动音乐视频实例。 A01. Excellence in Music Video Exceptional examples of original music videos and interactive music videos.	必须提交材料 • 原创内容 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Original Content Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

A02. 品牌或产品整合到音乐内容中 在音乐视频或其他音乐内容中融入相关和共生的品牌。 A02. Brand or Product Integration into Music Content Relevant and symbiotic brand integration into music videos or other music content.	必须提交材料 • 原创影片 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Original Content Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
A03. 原创作品的使用 专为品牌创作的原创音乐作品的影响力与成效。将考量作品本身的艺术成就，以及其在品牌内容中的应用效果。 A03. Use of Original Composition The impact and success of original music compositions created specifically for a brand's use. The artistic achievement of the track itself will be considered, as well as its successful use in branded content.	
A04. 使用授权/改编的音乐 放置由品牌授权或改编的曲目，但不是专门为品牌创作的，用于品牌的传播。音乐的来源和对品牌的适用性将被考虑。 A04. Use of Licensed / Adapted Music Placement of a track that has been licensed or adapted by, but not specifically created for, a brand for use in its communications. The sourcing and suitability of the music for the brand will be considered.	
B. 音乐主导的品牌体验 B. Music-Led Brand Experience	材料提交 Materials
B01. 现场音乐体验 设计和制作以音乐为核心的体验，包括但不限于在现实世界或虚拟世界中举办的音乐会、特技表演、装置和活动。 B01. Live Music Experience The design and production of experiences with music at its core, including but not limited to, concerts, stunts, installations and activations held physically or within virtual worlds.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 强烈建议(可选提交) • 网址 • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

C. 社区 C. Community	材料提交 Materials
C01. 歌迷参与/ 社区建设 旨在建立和吸引艺术家粉丝群体的战略举措，增强社区活动和品牌亲和力。 C01. Fan Engagement / Community Building Strategic initiatives designed to build and engage an artist's fanbase, enhancing community activity and brand affinity.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 强烈建议(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image - JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
C02. 网红与合作 创造性地使用内容创作者、直播主播和/或网红来推动品牌信息，并与游戏社区中的特定受众互动。可包括但不限于合作、赞助内容和用户生成内容。 C02. Influencer & Co-Creation The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience through music. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	
C03. 品牌合作、赞助与合作 战略品牌合作与协作，通过音乐、品牌内容和娱乐实现特定商业目标，并使所有参与者互惠互利。 C03. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage music, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	
D. 音乐革新 D. Innovation in Music	材料提交 Materials
D01. 音乐革新 对品牌或艺术家的音乐平台和技术创新性应用。这可以包括但不限于流媒体平台、视频托管服务、虚拟世界、播放列表策略、应用程序和可穿戴设备。重点将放在技术的创造性应用上，以丰富品牌的内容及其产品或服务。不包括早期技术原型。 D01. Innovative in Music The innovative use of music platforms and technology for a brand or artist. This could include, but not be limited to, streaming platforms, video hosting services, virtual worlds, playlist strategies, apps and wearables. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service. Does not include prototypes of early-stage technology.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • AR/VR文件 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

户外

Outdoor

户外顶尖奖表彰的是户外体验的创意。

作品要展示参与该领域的创意;利用公共空间来传达信息或让消费者沉浸在品牌体验中的作品。

- 评审考虑的标准主要是构思、执行和影响力。
- 只要所选类别相关，同一项作品在此奖项的提交次数没有总体限制。但在“类部 A。广告牌”和“类部 B。海报”之间只能提交内一项部类。
- 在类部 A 及类部 B 内提交的作品，作品的每项执行条目都需单独提交。每项条目需在资格期限内执行。
- 在类部 C，D，E 内提交的作品如有超过一项执行条目，并可以把所有的条目一起提交，但是每项条目需在资格期限内执行。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Outdoor Spikes celebrate creativity experienced out of home.

The work will need to demonstrate ideas that engage in-the-field. Work that leverages public spaces to communicate a message or immerse consumers in a brand experience.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Outdoor as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Sectors: Billboards' and/or 'B. Sectors: Posters'.
- In sections A and B each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections C, D and E multiple executions can be entered as one entry however all Outdoor executions must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 广告牌: 业界 标准的二维和静态数字广告牌，适用于标准广告位。可能包括但不限于路边、高速公路和交通设施旁。 A. Billboards: Sectors Classic 2-dimensional sheet and static digital billboards made for standard billboard spaces. This may include, but not limited to, roadsides, highways and transit sides.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A 03。旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chain.</i>	必须提交材料 • 原装校样数码图像 JPG Compulsory • Digital Proof JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	必须提交材料 • 原装校样数码图像 JPG Compulsory • Digital Proof JPG

A03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道, 包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店, 包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店, 包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars	
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务, 其他商业服务, 内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入 E07. 企业宗旨和社会责任。</i> A06. Not- for- profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context</i>	

B. 海报：业界 为公共空间例如超市、购物中心、机场制作的经典的静态数字海报。 B. Posters: Sectors Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports.	材料提交 Materials
B01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 B03。旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> B01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in B03. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.</i>	必须提交材料 • 原装校样数码图像 JPG Compulsory • Digital Proof JPG
B02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 B06 类别。</i> B02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into B06.</i>	
B03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点） 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 B03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
B04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 B04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 B05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	

B06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入 E07. 企业宗旨和社会责任。</i> B06 . Not- for- profit / Charity / Government Government, public information, NGOs, military, charities, non- profit organisations. <i>All CSR work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.</i>	
C. 环境与体验 所有利用公共空间、物体和环境的标准、非标准和自由格式的户外广告作品。静态数字广告牌/海报请进入 A. 广告牌：业界 或 B. 海报：业界。 C. Ambient & Experiential All standard, non-standard and free-format out-of-home work that leverages the use of public spaces, objects and environments. For static digital billboards/posters please enter A. Billboards: Sectors or B. Posters: Sectors.	材料提交 Materials
C01. 展示 展示的内容包括物品和宣传艺术作品，旨在家庭以外的环境中产生重大的品牌影响。作品可以在公共空间观看，包括展览、装置和店内展示。 C01. Displays Content on display including objects and promotional artwork designed to make a significant brand impact within the out of home environment. Work may be viewable in public spaces including exhibitions, installations and in-store displays.	必须提交材料 - 数码演示图像 JPG 强烈建议(可选提交) - 演示影片 其他(可选提交) - 网址 - 数码辅助内容 - 数码辅助图像 JPG
C02. 互动/ 动态数字屏幕 数字户外 (DOOH) 广告，采用线性动态图片/内容或动画，或使用数字触摸屏、运动技术、社交媒体和移动端动画，与消费者互动并促进其积极参与。 C02. Interactive/Dynamic Digital Screens Digital out of home (DOOH) that requires either linear motion picture/content or animation or interaction and active consumer engagement using digital touchscreens, motion technology, social media and mobile animation.	Compulsory - Digital Presentation Image JPG Highly Recommended (Optional) - Demo film
C03. 特别制作 户外场所的实体建设和改造，包括建筑外墙、街道设施、环境和大型标牌。包括但不限于，超大的场地、弹出式商店、3D/ 非标准形状的场地、门票障碍和地面媒体。 C03. Special Build Physical constructions and adaptations of out of home sites including building exteriors, street furniture, the environment and large scale signage. Including but not limited to, supersize sites, pop-up shops, 3D / non-standard shaped sites, ticket barriers and floor media.	Optional - URL - Digital Supporting Content - Digital Supporting Images JPG
C04. 现场广告和活动 家以外的、涉及广告商，并由受众实时见证的现场活动。作品可包括但不限于现场表演、演示、品牌音乐会和促销活动。 C04. Live Advertising & Events Out of home activations that involve something live on the part of the advertiser and are witnessed by an audience in real-time. The work may include, but is not limited to live performances, demonstrations, branded concerts and promotional events.	

C05. 互动体验 新增 涉及消费者的户外活动。作品可能包括体验式营销、AR、MR、消费者和受众参与、实体互动和互动游戏。 C05. Interactive Experiences NEW Out-of-home activations that involve consumers. The work may include experiential marketing, AR, MR, consumer and audience participation, physical interaction and interactive games.	
C06. 转运 使用车辆或交通站点/地点的非标准或自由形式的广告。作品可包括使用汽车、火车、公共汽车、出租车、卡车、飞机等,或使用交通和通勤广告场地,如停车场、机场、公共汽车和火车站、渡口、公路和驾驶轨道。 C06. Transit Non-standard or free-format advertising using vehicles or transit sites / locations. The work may include the use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit and commuter advertising sites such as car parks, airports, bus & train stations, ferry ports, roads and driving tracks.	
C07. 沉浸式体验 沉浸式的大型或小型体验,在户外环境让消费者置身其间并开展互动。这可能包括但不限于身临其境的故事讲述、体验式营销、使用移动设备、VR/AR、虚拟世界、装置以及多屏幕和多维体验。不包括技术尚在初始阶段的原型产物。 C07. Immersive Experiences Immersive large- or small-scale experiences that surround and engage consumers within an out-of-home environment. This may include but is not limited to immersive storytelling, experiential marketing, use of mobile, VR/AR, virtual worlds, installations and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	

D. 户外创新应用 创造性地和/或创新性地使用家庭以外的媒介来传达品牌信息。 D. Innovation in Outdoor The creative and/or innovative use of the out-of-home medium to communicate the brand's message.	材料提交 Materials
D01. 标准场地 为标准的户外场地创作的作品，这些作品突破了传统户外媒体的界限或扩大了其范围，例如广告牌、海报、交通广告、通勤铁路、墙面景观、显示屏、街头广告。 <i>如果你要提交一个以上的执行文件，请将所有的执行文件放在一个数字演示图像中上传。</i> D01. Standard Sites Work created for standard out-of-home sites which pushes boundaries or broadens the scope of traditional out-of-home mediums such as, billboards, posters, transit advertising, commuter rail, wallscapes, displays, street advertising. <i>If you are submitting more than one execution please upload all executions in a single digital presentation image.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
D02. 户外环境 为非标准的、环境性的户外场地创作的作品，利用公共空间、物体和环境，在创新方面具有前瞻性。 D02. Ambient Outdoor Work created for non-standard, ambient out of home sites which leverage public spaces, objects and environments and are forward thinking in their innovation.	Highly Recommended (Optional) • Demo film
D03. 科技 创新地使用技术来创造户外体验，包括但不限于使用具有强烈户外接触点的移动设备、全息图像、无人机、AR、计算机生成的图像、算法和 AI。 D03. Technology Innovative use of technology to create out of home experiences. This could include, but not limited to, the use of mobile with a strong out of home touch-point, holographic images, drones, AR, computer-generated imagery, algorithms and AI.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

E. 文化与背景 通过文化洞察力和区域背景的了解使作品栩栩如生。 如果提交的是系列性的执行作品，请将所有的执行文件放在一个数字演示图像中上传。 E. Culture & Context Work that is brought to life through cultural insights and regional context. If you are submitting more than one execution please upload all executions in a single digital presentation image.	材料提交 Materials
E01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 E01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
E02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 E02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
E03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。参赛作品应描述该作品是如何为特定的目标市场而设计的。 E03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E04. 社交行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	

E06. 预算突破 创造性地使用与市场和/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 E06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. 企业宗旨和社会责任 目标驱动的作品/品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 广告牌：行业下的类别 A06. - 非营利/慈善/政府，或类部 B. 海报：行业下的类别 B06. - 非营利/慈善/政府。</i> E07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism which address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. Billboards: Sectors or B06. Not-for-profit / Charity / Government category in section B. Posters: Sectors.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film
E08. 市场颠覆 针对当地/区域/全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 E08. Market Disruption Brands that have creatively adapted their strategy in response to local/regional/global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E09.文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 E09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

公关

PR

公关顶尖奖表彰的是具有策略技巧和创意性的沟通。

作品需展示原创性思维、变革性洞察力以及以赢得媒体为基础的战略如何影响舆论并推动商业、社会或文化变革。作品以讲故事为核心，建立、保护和增强组织或品牌的声誉和业务。

- 评审考虑的标准及相应加权比例如下：构思 20%；公关策略 30%；公关执行 20%；影响及成果 30%。
- 同一项作品在此奖项只许提交最多3个不分类别的类别。但在类部 “A：行业” 内只能提交入一项类别。
- “E：公关技能优化运用” 部分的作品只能由独立公关公司或隶属于公关网络的公司提交和支付。同一作品在此部分的每个类别中只能提交一次。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The PR Spikes celebrate the craft of strategic and creative communication.

The work will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand.

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.
- The same piece of work can be entered up to three times in PR. However, the same piece of work may only be entered once in ‘A. PR: Sectors’
- The work in section ‘E: Excellence in PR Craft’ can only be submitted and paid for by independent PR agencies or companies owned by a PR network or independent PR network. The same piece of work can be entered only once in each category within this section.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 业界 同一项作品在此类部内只许提交入一项类别。 A. PR: Sectors The same entry can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A 03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Presentation Image JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content

A03. 旅游 / 休闲 / 零售及餐饮业 （包括快餐连锁点） 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道，包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店，包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店，包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel- related services, including public transport and tourism boards. All entertainment- and leisure- related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	• Digital Supporting Images JPG
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务，其他商业服务，内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部F. 文化及北境 - 类别号 F07. 企业宗旨和社会责任。</i> A06. Not- for- profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context</i>	

B. 社交及影响者营销 在这些类别中，评审将依据社交/数字平台在公关活动中的应用来进行评审。 B. Social Engagement & Influencer Marketing In these categories, your entry will be judged on how social / digital platforms were leveraged to support or execute the PR campaign.	材料提交 Materials
B01. 社交接触 表彰为建设品牌意识和宣传的公关和社交媒体叙事活动。作品应展示如何应用社交媒体提升品牌意识和相关性。 B01. Social Engagement Celebrating Public Relations and social media storytelling that builds brand awareness and advocacy. The work should demonstrate how social media was harnessed to increase brand awareness and relevance.	必须提交材料 • 数码演示图像 JPG • 网址 强烈推荐(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG
B02. 社区管理 表彰发展、维护和培养品牌关系的作品。作品应展示如何与品牌的网络社区/目标受众互动，建立其声誉，并在网络社区中建立信任和权威。 B02. Community Management Recognising the development, maintenance and nurturing of brand relationships. The work should demonstrate how engaging with a brand's online community / targeted audience built its reputation and established trust & authority within the online community.	Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case film
B03. 实时回应 实时社会活动，旨在以创造性和有意义的方式回应和参与围绕世界事件、公共事务和其他现实世界的实时活动的对话。 B03. Real-time Response Real-time social activity designed to respond and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.	Optional • Digital Supporting Content • Digital Supporting Images JPG
B04. 内容创造和制作 为娱乐、启发或教育而创造和制作的内容。作品应展示所创建的内容如何与受众相关，如何吸引受众，以及如何与品牌信息保持一致。 B04. Content Creation & Production Content created and produced to entertain, inspire or educate. The work should demonstrate how the content created was audience relevant and engaging as well as in line with brand messaging.	
B05. 内容探索和增强 认可对内容放大和分发的创造性方法，以触达最多的潜在受众。作品应展示如何结合赚取、支付、分享和拥有的媒体来提高品牌参与度和知名度。 B05. Content Discovery & Amplification Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. The work should demonstrate how a combination of earned, paid, shared and owned media contributed to increased brand engagement and awareness.	
B06. 影响者/创作者 运用 创造性地使用影响者/创作者来推动品牌信息和对特定受众的认识。 B06. Innovative Use of Influencers/ Creators The creative and innovative use of influencers/ creators to drive brand message and awareness to a specific audience.	

C. 洞察和测量 有效利用数据推动创意灵感和沟通策略。作品将侧重于有意且深思熟虑地引入洞察和衡量方法，开发出对组织绩效产生实际影响的活动。作品应该证明，在解决非广告传播必须解决的广泛的声誉和利益相关者挑战方面，活动取得了成功。 C. Insights & Measurement These categories showcase effectiveness in using data to drive creative inspiration and communications strategies. The work will be judged on the deliberate and thoughtful introduction of insights and measurements to develop campaigns that have had a real impact on the performance of an organisation. The work should demonstrate the success of activities that tackles the wide range of reputational and stakeholder challenges that non-advertising communications have to address.	材料提交 Materials
C01. 研究，数据和分析 研究、数据主导或可操作的洞察力，为公共关系项目提供有意义的贡献或投入。作品应提供研究或洞察力、思维质量和策略发展的证据。 C01. Research, Data & Analytics Research, data-led or actionable insight that provides a meaningful contribution or input to a public relations programme. The work should provide evidence of research or insight, quality of thinking and the development of a strategy.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG
C02. 公关效率 对商业和声誉有影响的创造性作品。该作品应提供成果数据，以及用于评价结果的测量工具和分析方法的详细信息。评委将考虑有形的业务成果和媒体的质量和数量。 C02. PR Effectiveness Recognise creative work that has a proven impact on business and reputation. The work should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.	Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

D. 公关技巧 在这些类别中，作品将根据您所选公关技术的创造性实施进行评审，以扩大传播范围并实现预期的活动成果。 D. PR Techniques In these categories, your entry will be judged on the creative implementation of your chosen PR techniques in order to increase reach and achieve desired campaign outcomes.	材料提交 Materials
D01. 媒体关系 公关活动将新闻置于活动的最前线，并有证据表明有高度的创新，旨在吸引、教育或影响编辑。参赛作品应解释媒体成果的相关性，包括深度、质量和信息传递。评委将考虑这一策略如何实现或支持预期的活动成果。 D01. Media Relations PR that puts journalism at the forefront of the campaign, with evidence of a high-degree of innovation intended to engage, educate or influence editorial. The work should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
D02. 活动和特技应用 使用特技、活动、竞赛、促销游戏、弹出式活动、街头艺术、游击营销、企业活动、发布会、直播活动、节日等来建立品牌或传播项目的价值和声誉，作为更广泛的公共关系策略的一部分。 D02. Use of Events & Stunts Work which uses stunts, events, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, live streamed events, festivals etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.	Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D03. 发布 / 重新发布 为推出或重新推出一个产品或服务而创作的作品。 D03. Launch / Re-launch Work created to launch or re-launch a product or service.	
D04. 品牌之声与策略叙事 定制的策略，旨在以一种持续相关的方式传达一个品牌/组织的特定观点/故事，并与员工、股东和客户建立情感联系。 D04. Brand Voice & Strategic Storytelling Customised strategies designed to communicate a particular point of view / story of a brand / organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.	
D05. 科技应用 推动数字创新边界的现有或新技术，以执行或支持公关活动，包括人工智能，虚拟现实，虚拟世界，机器人，小工具和电子产品，可穿戴和互动技术等。不包括早期技术的原型。 D05. Use of Technology Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign, including artificial intelligence, virtual reality, virtual worlds, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology.	

D06. 员工参与 新增

传播计划或举措旨在告知、教育或激励员工，从而促进内部社区参与互动并培养强大的团队动力。该作品应展示吸引员工、推动组织目标以及建立员工忠诚度和满意度的创新方法。

D06. Employee Engagement NEW

Communications programmes or initiatives designed to inform, educate or inspire employees – engaging internal communities and cultivating strong team dynamics. The work should demonstrate innovative approaches to engaging staff, driving organisational goals and building employee loyalty and satisfaction.

E. 公关技能优化运用 这些类别中的作品将根据所选公关专业领域内的卓越和创造性最佳实践进行评审。本部分的参赛作品仅限独立公关公司或公关网络旗下公司提交并付费。同一作品在本部分的每个类别中只能提交一次。 E. Excellence: PR Craft Work in these categories will be judged on the demonstration of exceptional and creative best practice within the chosen PR specialism. Entries in this section can only be submitted and paid for by Independent PR agencies or companies owned by a PR network or independent PR network. The same piece of work can be entered only once in each category within this section.	材料提交 Materials
E01. 企业形象, 沟通和信誉管理 树立形象/提高知名度, 塑造企业品牌、组织或公司的认知的作品。 E01. Corporate Image, Communication & Reputation Management Work that builds the image / raises the profile and shapes the perceptions of a corporate brand, organisation or corporation.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
E02. 公务和又说 利用游说或更广泛的公共事务策略, 以及政治或投票倡议, 计划影响或告知公共政策议程的工作。 E02. Public Affairs & Lobbying Work planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies, as well as political or ballot initiatives.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
E03. 危机沟通与管理 规划和/或处理可能影响公司信誉和声誉的危机或问题的后果。作品应展示规划和/或实施危机沟通策略的证据, 以及如何实现预期成果。 <i>此类别中的条目内容可完全保密, 仅用于判断目的。</i> E03. Crisis Communications & Issue Management The planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation. The work should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved. <i>The content of entries in this category can be kept entirely confidential and used for judging purposes only.</i>	Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
E04. 内部沟通 吸引人的内部沟通和活动, 包括变革管理, 旨在将员工与公司的身份或信息联系起来。作品应展示活动如何转化为可衡量的成果、员工满意度和业务增长。 E04. Internal Communications Engaging internal communications and activities, including change management, intended to connect employees with a company identity or message. The work should demonstrate how activities translated into measurable results, employee satisfaction, and business growth.	
E05. 赞助和品牌合作 利用赞助和/或合作项目, 以达到特定的认识/业务目标, 以及提高品牌、组织或公司的形象。 E05. Sponsorship & Brand Partnerships Work which utilised sponsorship and/or partnership programs in order to meet specific awareness / business goals as well as to enhance the image of a brand, organisation or corporation.	

F. 文化与背景 通过文化洞察力和区域背景的了解使作品栩栩如生。 F. Culture & Context Work that is brought to life through cultural insights and regional context.	材料提交 Materials
F01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片
F02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
F03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。作品应描述它是如何为特定的目标市场而设计的。 F03. Single- market Campaign Work that only aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
F04. 社会行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. 预算突破 创造性地使用与市场 and/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	

F07. 企业宗旨和社会责任 目标驱动的工作/品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 公关：行业下的类别 A06. - 非营利/慈善/政府。</i> F07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. PR: Sectors.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
F08. 市场颠覆 针对当地/区域/全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 F08. Market Disruption Brands that have creatively adapted their strategy in response to local/regional/global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09.文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 F09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

印刷出版

Print & Publishing

印刷出版顶尖奖表彰的是创意性的信息流通。

作品需展示出色的创意和杰出的工艺，能够引人注目；包括书籍、杂志、封面和公开发行的数字出版物等出版媒体。

- 评审考虑的标准主要是构思、执行和影响力。
- 只要所选类别相关，同一项作品在此奖项的提交次数没有总体限制。但在类部“A. 行业”内只能提交入一项类别。
- 在类部 A 内的提交作品，作品的每项执行条目都需单独提交。每项条目需在资格期限内执行。
- 在类部 B、C 及 D 内的提交作品如有超过一项执行条目，可以把所有的条目一起提交，但是每项条目需在资格期限内执行。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Print & Publishing Spikes celebrate creativity in circulation.

The work will need to demonstrate ideas that leap off the page; work that exhibits ingenuity and outstanding craftsmanship published media including books, magazines, covers and digital publications for public distribution.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Print & Publishing as long as the categories chosen are relevant. However, the same piece of work may only be entered once in ‘A. Print: Sectors’.
- In section A each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections B, C and D multiple executions can be entered as one entry however all Print & Publishing executions must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 印刷出版：业界 同一项作品在此类部内只许提交入一项类别。 A. Print & Publishing: Sectors The same entry can be submitted only once in this section	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A 03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains.</i>	必须提交材料 • 原装校样数码图像 JPG Compulsory • Digital Proof JPG
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	

A03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道, 包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店, 包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店, 包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务, 其他商业服务, 内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 D. 文化及北境 - 类别号 D 07. 企业宗旨和社会责任。</i> A06. Not- for- profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose & Social Responsibility category in section D. Culture & Context</i>	

B. 出版物 原创印刷或出版媒体的制作。这可能包括但不限于书籍、杂志、封面和数字出版物。应在提交的作品中说明参评的是封面还是整个出版物。 B. Publications The creation of original printed or published media. This may include, but not be limited to, books, magazines, covers and digital publications. The submission should indicate whether only the cover or the whole publication should be considered/judged.	材料提交 Materials
B01. 商业出版物 为商业或促销目的而创作的书籍和杂志，旨在提升品牌的知名度或形象。 <i>请提供实物样品供评委体验。</i> B01. Commercial Publications Books and magazines created for commercial or promotional purposes, to increase brand visibility or profile. <i>Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Presentation Image JPG
B02. 公益出版物 为慈善机构、非营利组织、公共部门或非政府组织创作的书籍和杂志。 <i>请提供实物样品供评委体验。</i> B02. Publications for Good Books and magazines created on behalf of charities, non-profit organisations, public sectors or NGOs. <i>Please send physical samples for the jury to experience.</i>	Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

C. 革新印刷出版 如果你要提交一个以上的执行文件，请将所有的执行文件放在一个数字演示图像中上传。 C. Innovation in Print & Publishing If you are submitting more than one execution please upload all executions in a single digital presentation image.	材料提交 Materials
C01. 印刷和出版的创新和适应性使用 非传统和创新的印刷作品，经过修改或调整，具有身体活动的元素。这可能包括但不限于带有数字和互动元素的印刷作品，如AI，AR，可穿戴技术、虚拟世界、游戏化、可下载的应用程序、二维码和3D打印等元素。 <i>请提供实物样品供评委体验。</i> C01. Innovative and Adapted use of Print & Publishing Non-traditional and innovative print work that has been modified or adapted to have physically active elements. This may include, but is not limited to, print work with digital and interactive elements such as AI, AR, wearable tech, virtual worlds, gamification, downloadable applications, QR codes and 3D printing. <i>Please send physical samples for the jury to experience.</i>	必须提交材料 • 数码演示图像 JPG 强烈建议(可选提交) • 演示影片 • 实物辅助材料 其他(可选提交) • 网址 • 数码辅助图像 JPG • 数码辅助内容 Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Demo Film • Physical Support Material Optional • URL • Digital Supporting Content • Digital Supporting Images JPG

D. 文化与背景 通过文化洞察力和区域背景的了解使作品栩栩如生。 如果提交的是系列性的执行作品，请将所有的执行文件放在一个数字演示图像中上传。 D. Culture & Context Work that is brought to life through cultural insights and regional context. If you are submitting more than one execution please upload all executions in a single digital presentation image.	材料提交 Materials
D01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 D01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 强烈建议(可选提交) • 案例影片
D02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 D02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG
D03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。作品应描述该作品是如何为特定的目标市场而设计的。 D03. Single-market Campaign Work that only aired or ran in a single country / region / market. The work should describe how it was designed for the specific target market.	Highly Recommended (Optional) • Case film
D04. 社会行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 D04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系。 D05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
D06. 预算突破 创造性地使用与市场/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 D06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	

D07. 企业宗旨和社会责任 目标驱动的工作/品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 印刷与出版：行业下的类别 A06. - 非营利/慈善/政府。</i> D07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. Print & Publishing: Sectors.</i>	必须提交材料 • 数码演示图像 强烈建议(可选提交) • 案例影片 其他(可选提交) • 网址 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG Highly Recommended (Optional) • Case film Optional • URL • Digital Supporting Content • Digital Supporting Images JPG
D08. 市场颠覆 针对当地/区域/全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 D08. Market Disruption Brands that have creatively adapted their strategy in response to local/ regional/ global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
D09.文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 D09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

社交推广与创作者

Social & Creator

社交推广与创作者顶尖奖表彰的是创造性的社交媒体思维和策略性的网红营销解决方案。

作品需展示如何通过参与度、社会影响力以及创造性地使用社交媒体、品牌大使、创作者、名人和网红而达到商业成功。

- 评审考虑的标准及相应加权比例如下：构思 30 %；策略 20%；执行 20 %；成果 30%。
- 只要所选类别相关，同一项作品在“社交推广与创作者”奖项的提交次数没有总体限制。但在“A. 社交推广与创作者：行业”类别只能提交一次。
- 强烈建议在所有案例影片、影片、演示影片和原创内容上使用字幕。

The Social & Creator Spikes celebrate creative social thinking and strategic influencer marketing solutions.

The work should demonstrate how levels of engagement, social reach and the creative use of social media, brand ambassadors, creators, celebrities and influencers led to commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% Idea; 20% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Social & Creator as long as the categories chosen are relevant. However, the same piece of work may only be entered once in ‘A. Social & Creator: Sectors’.
- Subtitles are highly recommended on all case films, films, demo films and original content.

A. 业界 同一项作品在此类部内只许提交入一项类别。 A. Social & Influencer: Sectors The same entry can be submitted only once in this section.	材料提交 Materials
A01. 消费品 所有耐用快速消费品，例如但不限于：食品和饮料、化妆品、清洁用品、其他家用物品、服装和配件、家具、消费电子产品和汽车及汽车产品或服务和其他快速消费品。 <i>所有关于快餐的作品应该提交入类别 A 03. 旅游 / 休闲 / 零售及餐饮业（包括快餐连锁点）</i> A01. Consumer Goods All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics, cars and automotive products & services. <i>All fast food entries should go in A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains.</i>	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 颁奖典礼展示影片 • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL
A02. 医疗保健 制药，非处方药物，健康保健。 <i>如果作品是为慈善机构/非营利组织创作的，则此作品应提交入 A06 类别。</i> A02. Healthcare Pharma, OTC drugs, wellness. <i>If the work has been created for a Charity/NFP then this should be entered into A06.</i>	Highly Recommended (Optional) • Case film Optional • Digital Supporting

A03. 旅游 / 休闲 / 零售及餐饮业 (包括快餐连锁点) 旅游 - 所有交通及旅游服务。例如但不限于公共交通、旅游局等。休闲服务 - 所有休闲相关的服务和渠道, 包括但不限于博物馆、节日、健身房等。零售 - 所有零售服务和商店, 包括但不限于在线零售商、配镜师、美发师、房地产经纪等。餐饮业 - 所有餐厅和快餐连锁店, 包括但不限于咖啡馆和酒吧等。 A03. Travel, Leisure, Retail, Restaurants & Fast Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	Content Digital Supporting Images JPG
A04. 媒体 / 娱乐 例如但不限于音乐、电影、电视、出版物、书籍、新闻、数码平台等及其他媒体。 A04. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A05. 消费服务 / 企业服务 所有的商业公共服务、法律、金融、企业对企业科技、咨询和专业服务, 其他商业服务, 内部和企业通讯。 A05. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A06. 非营利 / 慈善 / 政府机构 政府、公共信息、非政府组织、军事、慈善机构、非营利组织等 <i>所有关于企业社会责任的作品应提交入类部 E。文化及北境 - 类别号 E07. 企业宗旨和社会责任。</i> A06. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. <i>All CSR work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.</i>	

B. 社交洞察力和参与 此类部的作品将被评判为如何成功地利用社交网络社区，并为品牌带来可衡量和有意义的成果。 B. Social Insights & Engagement Work in these categories will be judged on how successfully social was used to engage with online communities and deliver measurable and meaningful results for a brand.	材料提交 Materials
B01. 社区管理 旨在吸引、建立或维持一个在线社会社区的社会活动。参与度和针对活跃/非活跃用户的目标通信的相关性都将被考虑。 B01. Community Management Social activity that is designed to engage, build or maintain an online social community. Engagement levels and the relevance of targeted communications directed at active / non-active users will all be considered.	必须提交材料 • 数码演示图像 • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助图像 • 数码辅助内容
B02. 受众定位/参与策略 新增 根据社交洞察信息（如行为、兴趣、地理位置等）为特定社区、群体或个人定制的社交活动。这可能包括但不限于原生广告和程序化宣传活动、定制消息和此类内容的相关性和创意执行等。 B02. Audience Targeting/Engagement Strategies NEW Social activity customised for predefined communities, groups or individuals based on social insights such as behaviour, interests, geolocation, etc. This may include, but is not limited to, native advertising and programmatic campaigns, the customisation of messages, their relevance and creative execution, etc.	Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case film
B03. 实时响应 有针对性的社会活动，利用社会平台，以有意义的、时间敏感的和创造性的方式，对世界事件、公共事务和其他实时活动作出反应，从而促进社会分享和参与。 B03. Real-time Response Targeted social activity that utilises social platforms to respond to world events, public affairs and other real-time activity in a meaningful, time sensitive and creative way, which prompts social sharing and engagement.	Optional • Digital Supporting Content • Digital Supporting Images JPG
B04. 社交倾听和洞察力 通过使用数据和洞察力来吸引或发展与特定受众或社区的有意义关系的社会活动。通过社交数据/社交倾听/分析的策略应用获得的洞察力将被考虑。 B04. Social Listening & Insight Social campaigns elevated through their use of data and insights to engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of social data /listening/ analytics will be considered.	
B05. 品牌故事讲述 新增 借助卓越的品牌/消费者故事，促进与特定受众有效互动的社交宣传活动。这可以通过创作者、网红或社区进行，品牌通过创作者/网红间接与受众对话。 B05. Brand Storytelling NEW Social campaigns that use exceptional brand/consumer stories to drive meaningful engagement with a specific audience. This could be through creators, influencers or communities (where brands speak indirectly to audiences through creators/influencers).	

B06. 社区的创新参与 创造性地使用现有的社交平台和/或在线社区来影响商业目标或加强与品牌、社区或消费者的关系。这也可能包括使用现有社交平台的新功能，参与程度，社交范围和创意策略等。 B06. Innovative Engagement of Community Creative use of existing social platforms and/or online communities to impact business objectives or enhance a relationships with a brand, community or consumers. This may also include the use of new functions built for existing social platforms, levels of engagement, social reach and the creative strategy etc.	
B07. 新现实和新兴科技 创造性地推动了商业技术的界限的沉浸式体验。包括但不限于AR, VR, XR, AI, 可穿戴技术和移动设备、语音技术、区块链技术、游戏化、虚拟世界、元宇宙和所有其他新兴平台。不包括早期技术的原型。 B07. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within social media. Including but not limited to AR, VR, XR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	必须提交材料 • 数码展示图片JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • AR/ VR 文件 • 数码辅助内容 • 数码辅助图像JPG
B08.来自于创作者和影响者的见解 创意地利用从创作者或影响者活动生成的数据，旨在吸引、接触或与特定受众或社区建立联系。 B08. Creator & Influencer Sourced Insight The creative interpretation of data specifically generated from creator or influencer campaigns in order to target, engage or develop a relationship with a specific audience or community	Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case Film Optional • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG

C. 创作者与影响者营销 该类别的作品应展示如何通过社交影响者和内容创作者的使用来增强社交活动。 C. Creator & Influencer Marketing The work in this category should demonstrate how a social campaign was enhanced through the use of social influencers and content creators.	材料提交 Materials
C01.组织自身形成的传播覆盖范围与影响力 新增 品牌主导的社交宣传活动成为流行文化的一部分，并因此被名人、社交大使或网红所沿用，进一步扩大了宣传活动的覆盖范围和影响力。参赛作品必须说明哪些名人、社交大使或网红自发参加了该宣传活动（自然成果和付费结果将在“成果”字段中单独提供）。 C01. Organic Reach & Influence NEW Brand-led social campaigns that become part of popular culture and as a result are picked up by a celebrity, social ambassador or influencer, further expanding the campaign's reach and impact. Entries must state which celebrities, social ambassadors or influencers picked up the campaign (organic and paid results to be provided separately in the Results field).	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL
C02.跨渠道讲述故事的创作者 新增 品牌或代理商成功与内容创作者合作，创作的故事具有凝聚力，能跨数字、社交和传统媒体有效传播并形成统一的品牌信息。该作品应展示创作者独特的声音和真实的内容如何有效整合，以吸引不同的受众，扩大影响力，并在各个互动环节上推动有意义的品牌影响力。 C02. Creator Cross-Channel Storytelling NEW Brands or agencies that have successfully partnered with content creators to develop cohesive stories that seamlessly span digital, social and traditional media, creating a unified brand message. The work should demonstrate how creators' unique voices and authentic content have been effectively integrated to engage diverse audiences, amplify reach and drive meaningful brand impact across various touchpoints.	Highly Recommended (Optional) • Case film Optional • Digital Supporting Content • Digital Supporting Images JPG
C03.创作者合作 新增 创作者和品牌之间有影响力的创造性合作。作品应展示创作者独特的声音与品牌形象的融合，以产生引人入胜、富有真实感且极具吸引力的叙事。这些合作伙伴关系应该展示强大的协同作用和创造力，以及创作者叙事如何完美融入品牌信息，从而产生具有双赢效果且令人难忘的宣传活动。 C03. Creator Collaboration NEW Impactful and creative collaborations between a creator and a brand. The work should demonstrate a blend of the creator's unique voice with the brand's identity to produce compelling, authentic, and engaging narratives. These partnerships should showcase strong synergy, creativity and a seamless integration of the brand's message through the creator's storytelling, resulting in a mutually beneficial and memorable campaign.	
C04.创作者主导的内容策略 新增 由创作者驱动的内容策略，其中创作者在塑造品牌内容的整体长期愿景方面发挥着关键作用。该策略应展示对受众参与度的深刻理解、创新的内容规划以及与品牌目标的明确一致性。 C04. Creator-Led Content Strategy NEW Content strategies driven by creators, where the creator plays a pivotal role in shaping the overall long-term vision for a brand's content. The strategy should demonstrate a deep understanding of audience engagement, innovative content planning and a clear alignment with the brand's goals.	

C05.卓越创作 新增 展示创作者制定与品牌或平台目标相一致的独特、有凝聚力愿景的能力，并展现创作者如何把握内容的整体审美、基调和执行，从而带来引人入胜且难忘的受众体验。 C05. Excellence in Craft NEW Work which demonstrates a creator's ability to craft a distinctive, cohesive vision that aligns with a brand or platform's objectives while showcasing the creator's skill in guiding the overall aesthetic, tone, and execution of content, resulting in a compelling and memorable audience experience.	
C06.社区构建 新增 围绕品牌或活动培养充满活力、参与度高和忠诚的创作者社区的作品。作品应展示如何有效地培养创作者社区，如何鼓励真正的协作和沟通，以及社区如何对品牌产生积极影响。 C06. Community Building NEW Work that fosters vibrant, engaged and loyal creator communities around a brand or campaign. The work should demonstrate how the creator community was effectively nurtured, how authentic collaboration and communication were encouraged and how the community positively impacted the brand.	

D. 社交内容营销 此类部的作品将根据内容如何成功地与消费者和目标受众互动来评判。 D. Social Content Marketing Work in these categories will be judged on how successfully content was used to engage with consumers and target audiences.	材料提交 Materials
D01. 内容投放 内容和编辑策略以及使用社交渠道的投放。适当内容的策略安排和策划，可以推动或加强更广泛的社会活动。 D01. Content Placement Content and editorial strategy and placement using social channels. The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG
D02. 社交平台类影片 新增 专为在线社交平台制作、旨在广泛传播的一次性社交类影片。将考虑传播效果和浏览量。 D02. Social Film NEW One-off social film specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration.	Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case film
D03. 社交平台类电影系列 新增 专为在线社交平台制作、旨在广泛传播的社交类电影系列。评审过程中将考虑传播效果和浏览量。 <i>请将所有执行内容上传到一个单一的视频文件中，并带有表示下一次执行开始的提示牌。</i> D03. Social Film Series NEW Social film series specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration during the judging process. <i>Please upload all executions in a single video file with slates denoting the start of the next execution.</i>	Optional • Digital Supporting Content • Digital Supporting Images JPG
D04. 共同创造和用户产生的内容 旨在鼓励社区/粉丝群为品牌举措做出贡献或合作的社会活动，以提高忠诚度和参与度。 D04. Co- Creation & User Generated Content Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative to enhance loyalty and engagement.	
D05. 社交商业 利用社交媒体、社交平台和虚拟社区促进电子商务和移动商务，以推动业务成果。 D05. Social Commerce Work which harnesses social media, social platforms and virtual communities for eCommerce and mCommerce to drive business results.	

E. 卓越的社交推广与创作者 E. Excellence in Social & Creator	材料提交 Materials
E01.多平台社交推广活动 新增 利用多种媒体的在线和/或离线平台和现场活动的社交推广活动。该作品应说明这些要素如何推动社交宣传或本质上对社交宣传活动的整体执行不可或缺。 E01. Multi-Platform Social Campaign NEW Social campaigns that utilise multiple media online and/or offline platforms and live events. The work should illustrate that these elements drive or are inherently necessary to the overall execution of the social campaign.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG
E02.赞助与品牌合作 新增 利用赞助和/或合作计划来支持产品或服务，以满足特定的知名度/业务目标并提升企业品牌、组织或公司形象的社交活动。 E02. Sponsorship & Brand Partnership NEW Social campaigns that utilise sponsorship and/or partnership programmes to support a product or service in order to meet specific awareness/business goals and to enhance the image of a corporate brand, organisation or corporation.	Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case film
E03.社会目的 新增 通过促进社会目的/事业的实现来吸引消费者的社交推广活动。作品应展示品牌的核心价值观如何与社会事业或更广泛的社会目标保持一致。这可能包括但不限于非营利性社会责任倡议。 E03. Social Purpose NEW Social campaigns specifically designed to engage consumers through authentic alignments with a social purpose/cause. The work should demonstrate how the core values of the brand align with the cause or wider social purpose. This may include, but is not limited to, nonprofit social responsibility initiatives.	Optional • Digital Supporting Content • Digital Supporting Images JPG

F. 文化与背景 F. Culture & Context	材料提交 Materials
F01. 本地品牌 品牌在单一地区发布的引起特定本地目标受众共鸣的作品。 F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片
F02. 挑战者品牌 为了应对竞争对手的压力而创造性地调整方法，挑战现状，创造出具有进步思维和创新创造力的改变游戏规则的作品品牌。 F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL
F03. 单一市场活动 只在单一国家/地区/市场播出或运行的作品。参赛作品应描述该作品是如何为特定的目标市场而设计的。 F03. Single-market Campaign Work which only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	Highly Recommended (Optional) • Case film Optional • Digital Supporting Content • Digital Supporting Images JPG
F04. 社会行为 受特定受众或社区启发的作品，以可识别的社会行为为基础。作品应展示如何利用对消费者行为的洞察来与品牌建立强大的联系。 F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. 幽默应用 在品牌传播中宣扬幽默艺术的作品。在活动中融入机智、讽刺和巧妙的内容，既能博受众一笑，又能与受众建立难忘、欢乐的联系 F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences	
F06. 预算突破 创造性地使用与市场或/或行业有关的最少的预算和/或资源，创造最大的影响。作品应展示如何在资源有限的情况下，以全新的洞察力、明智的支出和令人信服的战略思维解决商业问题。 F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	

如中英文版本有任何不一致或歧义，以英文版本为准。

If there is any inconsistency or ambiguity between the English and Chinese version, the English version shall prevail.

F07. 企业宗旨和社会责任 目标驱动的工作/ 品牌活动，解决社会、道德和环境问题。作品应展示品牌的目的是如何通过将客户与文化联系起来创造价值和影响社区。 <i>所有非营利、慈善或政府的作品均应提交入相应类别和/或类部 A. 社交推广与创作者：行业下的类别 A06. - 非营利/慈善/政府。</i> F07. Corporate Purpose & Social Responsibility Purpose driven work / brand activism that address social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture. <i>All not-for-profit, charity or government work should be entered in the relevant sector and/or A06. Not-for-profit / Charity / Government category in section A. Social & Creator: Sectors.</i>	必须提交材料 • 数码演示图像 JPG • 网址 强烈建议(可选提交) • 案例影片 其他(可选提交) • 数码辅助内容 • 数码辅助图像 JPG Compulsory • Digital Presentation Image JPG • URL Highly Recommended (Optional) • Case film Optional • Digital Supporting Content • Digital Supporting Images JPG
F08. 市场颠覆 针对当地/ 区域/ 全球问题，创造性地调整战略，以新的方式传递品牌价值的同时关注消费者的品牌。 F08. Market Disruption Brands that have creatively adapted their strategy in response to local/ regional/ global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09. 文化参与 新增 作品围绕植根于特定文化的社区生活体验，提供战略解决方案。作品反映和解读了习俗、行为和传统的细微差别如何塑造对身份（例如残疾、性别、种族、取向、年龄）的基本观念。这些洞察揭示了受众如何选择品牌和媒体体验，从而推动品牌增长和影响力提升。 F09. Cultural Engagement NEW Work crafted around strategic solutions rooted in the lived experiences of culturally grounded communities. Work which reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how audiences choose brands and media experiences, driving growth and impact.	

- 参赛准备
- Getting Ready to Enter

参赛准备

GETTING READY TO ENTER

如果一件作品要参评多个类别，只需要输入作品的标题，填写作品信息，让我们知道涉及哪些公司和人员，并选择您想报名参评的所有相关类别。您需要提交适用于所有亚洲顶尖奖奖项的通用信息和欲报名参加类别的特有信息。无须担心——作品参评每个奖项的信息都可以单独编辑。

To enter a piece of work multiple times, simply add the title of the entry, fill in the entry information, let us know which companies and people were involved and select all the relevant categories you wish to enter. You' ll be required to submit common information that applies to all the Spikes Asia awards and some specific information unique to the category you' re entering. Don' t worry - you can still edit individual entries.

首次参赛？

First Time Entering Spikes Asia?

如需协助，可电邮至 awards@spikes.asia，我们会安排一位专家向您详细介绍整个流程。

Need help? Drop us an email at awards@spikes.asia and we' ll arrange for one of our experts to talk you through the process.

当前没有全部所需资料？

Don' t Have All The Details Right Away?

不要紧，您可按任何顺序完成填表，并随时保存进度。

Don' t worry, you can complete the form in any order and save your progress at any time.

您需要回答的所有问题都可以在提交平台上下载。

ALL THE QUESTIONS YOU NEED TO ANSWER ARE AVAILABLE TO DOWNLOAD ON THE ENTRY SYSTEM FOR EACH INDIVIDUAL CATEGORY.

通用信息

COMMON INFORMATION

参赛作品标题

Entry Title

给参赛作品起标题

Give Your Entry A Title

首先，您需要给参赛作品起一个标题。在您选择亚洲顶尖奖和欲参加的类别之前，请提供这一信息。如果作品要参加多个类别的评奖，该标题将适用于所有选定的类别。

To begin, you need to give your entry a title. We need this information before you select the Spikes Asia award and categories you'd like to enter this work into. If you're entering this work into multiple categories, the title you give here will be applied across all of those selected entries.

选择奖项及类别

Choose Award And Categories

现在要选择作品要参加的顶尖奖奖项。每个顶尖奖奖项的参赛限制不同。

It's time to select the Spikes awards you'd like to enter with this piece of work. Entry limits within each Spikes award are different.

您可稍后于付款前添加、删除或编辑选定的奖项或类别。关于亚洲顶尖奖的详情可参阅我们的[网站](#)。You may add, remove or edit the awards or categories selected at a later stage before payment. You can find all the details about the Spikes Asia awards on our [website](#).

多项执行信息

Multiple Executions Information

同一活动中提交多项执行是指，由相同的总体创意连接起来的一组参评项目。为了符合资格条件，活动中的每个参评项目都将使用相同的媒介推广相同的产品或服务。每项执行均为单独的参评项目且必须单独付费。您可以选择2个或多个系列创意概念变体作为执行活动的一部分提交。

A campaign of executions is a group of entries that are linked by the same overarching creative idea. To be eligible, each entry in the campaign will promote the same product or service using the same medium. Each execution is a standalone entry and must be paid for individually. You can choose a series of 2 or more variations of the creative concept to submit as part of a campaign of executions.

*只有某些奖项和类别允许多项执行活动，评审团可以选择仅为单项执行活动授奖，也可以选择为整个系列授奖。

*Only certain awards and categories allow campaigns of executions, and the jury can choose to award just a single execution from the campaign, or they can choose to recognize the full series with a Campaign Award.

- 参赛准备
- **Getting Ready to Enter**

公司

Companies

哪些公司参与其中？

Which Companies Were Involved?

您是参赛公司，需要首先填写您自己的信息。您可以根据您的意愿添加更多的公司。每个作品都需要至少一家“参赛公司”和一家“创意创造”公司。某些情况下二者为同一公司。

You are the Entrant Company and will be required to fill out your own information first. You may add as many additional companies as you wish. Each entry requires at least one ‘Entrant Company’ and one ‘Idea Creation’ company. Sometimes it will be the same company for both.

参赛公司负责支付参赛费，并将被视为任何参赛相关问题的唯一联系人。请按照您希望的公布顺序输入公司名称，因为证书上将按此顺序显示公司名称。

The Entrant Company is responsible for payment of entry fees and will be considered the sole contact for any entry-related queries. You should enter the companies in the order you’d like them to be published, as this is how they’ll appear on your certificates.

在报名时，请确保给公司分配正确的角色，因为这直接影响到特别奖项的计算结果。

When making your entry, please make sure you credit companies in the correct roles as this directly affects the calculations for the Special Awards.

重要事项：鉴于您选择的顶尖奖和类别（例如，如果您选择参评“媒体”类别，将被要求提供实施“媒体投放”角色的公司），您可能会被要求返回此部分添加更多公司。

IMPORTANT: You may be asked to return to this section to add more companies depending on the Spikes award and categories you select later (e.g. if you enter Media, you’ll be asked to provide a company that played a ‘Media Placement’ role).

如果您的作品获得了亚洲顶尖奖，在此注明的公司和个人将自动获得在[亚洲顶尖奖网站](#)上购买奖杯和证书资格。

If your entry wins a Spikes Asia Award, companies and individuals credited here will automatically be eligible to purchase trophies and certificates on the [Spikes Asia website](#).

联系人

Contacts

谁是主要联系人？

Who Is The Lead Contact?

我们可能需要就参赛作品与您联系。请提供联系人的详细信息。

We may need to contact you about your entry. Please provide details of who we should contact.

评审期间的联系人

- 参赛准备
- **Getting Ready to Enter**

Contact During Judging

如果在评审期间出现有关作品的疑问，奖项组委会将与此人联系。该联系人必须来自参赛公司，必须直接参与了该作品的活动；评审期间，联系人在办公时间和非办公时间应均可联络。

This is the person the Festival will contact if any questions arise about the work during judging. This contact person must be from the entrant company, must have been directly involved with the campaign and must be contactable both within and outside of office hours during judging.

品牌联系人：委托创作了该作品的品牌的联系方式。

BRAND CONTACT: Contact details of the brand that commissioned the work.

您需要确认此电子邮箱是品牌的工作电子邮箱。我们不接受私人或一般的联系方式。

You' ll need to verify that this email address is a brand work email. We don' t accept private or general contact details.

参赛作品具体信息

Entry-Specific Info

媒体信息

Media Info

此处您需要提供作品在何处及何时推出的信息。资格日期取决于所参加的顶尖奖。

Here, you need to provide information about where and when your work launched.

Eligibility dates are dependent on the Spikes Award being entered.

如您不确定您的作品是否符合资格，请参阅我们的[顶尖奖支持](#)页面。我们强烈建议您在开始提交参赛作品之前先查验资格日期。

If you' re not sure whether your work is eligible, please see our [Awards Support](#) page. We strongly recommend checking eligibility dates before you start to create your entry submissions.

媒体投放

Media Placement

请提供有关参赛作品执行情况的信息。告诉我们您做了什么，该作品具体出现在哪里。（例如，在 BBC 国际频道、Facebook、时代广场、购物中心内等）

Please provide information about the executions of your work. Tell us what you did and where it happened. Where did the work appear specifically? (e.g. on BBC World Service, Facebook, Times Square, Inside a shopping centre)

注：可以为参赛作品提交多个媒体投放平台。

Note: You' ll have the option to provide multiple media placements for your entry.

仅适用于创意实效

Creative Effectiveness Only

— 参赛准备

— Getting Ready to Enter

创意实效顶尖奖要求您填写必填的扩展媒体信息。请查看以下部分。

For the Creative Effectiveness Spikes, you need to complete an extended mandatory section on media information. Please review the following sections.

- 活动持续时间
- DURATION OF CAMPAIGN
- 性别
- GENDER
- 目标受众
- TARGET AUDIENCE
- 社会经济水平
- SOCIOECONOMIC LEVEL
- 地点/地区预算
- LOCATION/REGION BUDGET

请说明该作品与媒体/代理/制作成本相关的平均总支出。

Please give an indication of the average total spend for this work in relation to media / agency / production costs.

- 参赛准备
- **Getting Ready to Enter**

行业 Sector	子行业 Subsector
汽车 AUTOMOTIVE	
	其他汽车 Other Automotive
	交通工具 Vehicles
B2B B2B	
	B2B 科技 B2B Technology
	咨询与专业服务 Consultancies & Professional
	法律 Legal
	其他商业服务 Other Business Services
耐用消费品 CONSUMER DURABLES	
	时尚 Fashion
	家具与灯具 Furniture & Lighting
	家用电器 Home Appliances
	家居用品 Homewares
	科技 Technology
	玩具 Toys
消费者服务 CONSUMER SERVICES	
	能源 Energy
	金融 Financial
	保险 Insurance
	其他消费者服务 Other Consumer Services
	私营教育 Private Education
	私营医疗保健 Private Healthcare

行业 Sector	子行业 Subsector
休闲 LEISURE	
	博彩 Gambling
	游戏 Gaming
	现场活动 Live Events
	博物馆及美术馆 Museums & Galleries
	其他休闲 Other Recreation
	体育 Sports
媒体/娱乐 MEDIA / ENTERTAINMENT	
	图书 Books
	数码平台 Digital Platforms
	影片 Film
	音乐 Music
	新闻 News
	其他媒体 Other Media
	出版与媒体 Publications & Media
	电视 Television
非营利/慈善/政府 NOT-FOR-PROFIT / CHARITY / GOVERNMENT	
	慈善 Charities
	政府 Government
	军队 Military
	非营利 Non-profits
	其他非营利 Other Not-for-profit

— 参赛准备

— Getting Ready to Enter

	电信 Telecommunications
快速消费品 FMCG	
	美容品 Beauty
	家用物品 Household Goods
	饮品 Drinks
	食品 Food
	其他快速消费品 Other FMCG
医疗保健 HEALTHCARE	
	非处方药 OTC Drugs
	制药 Pharma
	健康保健 Wellness

零售

RETAIL

	电商 eCommerce
	快餐 Fast Food
	餐馆 Restaurants
	零售 Retail
旅游 TRAVEL	
	交通 Transport
	旅游与观光 Travel & Tourism

- 参赛准备
- **Getting Ready to Enter**

创意团队

Creative Team

有哪些成员参与？

Who Was Involved?

输入对该作品有重大贡献者的详细信息。按照您希望的顺序输入创意团队成员的名字。如作品获奖，这些信息将与作品一起出现在亚洲顶尖奖的网站。创意团队成员名单可以在 **2026 年 3 月 20 日** 之前更改。

Enter the details of people who made a significant contribution to this entry in the order you'd like them to appear. This information will appear alongside your entry on the Spikes Asia website if your entry wins. Creative team credits can be altered until **20 March 2026**.

想改变名字顺序？您可“拖放”这些名字，使其在列表中向上或向下移动。

Want to change the order? You can 'drag and drop' the names to move them up or down the list.

人员名字上传后，就会存放在您的“人员名单库”中。您可将名单库中的信息导入多个参赛类别，以节省时间。

Once you've uploaded each credit, it will become available in your 'Credit Library.' From here, you can assign the credits to multiple entries to save time.

可持续背景（可选）

Sustainability Context (Optional)

您将被要求注明这件作品的碳排放量是否经过测量。您还可以选择注明作品在可持续发展、生产和运行方面有哪些考量。

You'll be asked to comment on whether the carbon emissions of this piece of work were measured. You'll also have the option to comment on what consideration was given to the sustainable development, production and running of the work.

身为自豪的 Ad Net Zero 成员，我们相信减少开发、制作和运行广告的碳影响，实现真正的净零排放，人人有责。您可以在[此处](#)找到更多信息。

As a proud member of Ad Net Zero, we believe that it's our collective responsibility to reduce the carbon impact of developing, producing and running advertising to real net zero. You can find more information [here](#).

Ad Net Zero 由戛纳狮子创意节 (Lions)、4A's、美国广告主协会 (ANA) 英国广告协会、ANA、电通、帝亚吉欧、EACA、Google、汉威士、IAA、IAB、IPG、IPA、ISBA、Meta、宏盟集团、阳狮集团、PubMatic、利洁时、天空集团、联合利华、宝洁、Union des Marques、VoxComm、WFA 和 WPP 支持。

Ad Net Zero is supported by Lions, 4A's, the Advertising Association, the ANA, Dentsu, Diageo, the EACA, Google, Havas, the IAA, the IAB, IPG, the IPA, the ISBA, Meta, Omnicom Group, Publicis Groupe, PubMatic, Reckitt, Sky, Unilever, Procter & Gamble, Union des Marques, VoxComm, the WFA and WPP.

- 参赛准备
- **Getting Ready to Enter**

多元、平等和包容 (DEI) 背景（如适用）

DEI Context (If Appropriate)

如果合适，您可以选择注明以下内容：

You will have the option to comment on the following if appropriate:

- 在团队组成方面考虑了哪些因素？
- What consideration was given to the composition of the team(s) involved?
- 在作品中如何体现每个人的代表性？
- What consideration was given to how individuals are represented in the work?
- DEI 思维在整个作品创作过程中起到了什么作用？
- What role did DEI thinking play throughout the development of the work?

团队成员姓名

Team Credits

包括项目中所有参与人员。我们不会与任何第三方分享您提供的详细信息。

Include each individual who worked on the project. We won't share any details you provide with third parties.

上传的媒体格式

Upload Media

上传您的作品！每个奖项都有不同的数字媒体要求。请先以“强制必交”的媒体格式上传作品。

Upload your work! Each award has different digital media requirements. Please upload the 'compulsory media' first.

数字媒体（强制必交）

Digital Media (Compulsory)

媒体格式上传后，将会出现在您的“媒体库”中。在这里，您可以将媒体库的信息导入多个参赛类别，以节省时间。您的媒体必须是最终版本，并且您必须拥有所有适用的权利。我们不接受替代文件。只有以“强制必交媒体”格式上传作品后才能退出。

Once you've uploaded some media, it will become available in your 'Media Library'. From here, you can assign the media to multiple entries to save time. Your media has to be the final version, and you must hold all applicable rights. We don't accept replacement files. You can only check out once you've uploaded the 'compulsory media'.

数字辅助媒体（可选提交）

Digital Supporting Media (Optional)

您也可以上传下列数字辅助材料。请参阅“视频文件格式准则”了解更多信息。

You may also upload the following optional supporting digital materials with your entry. See the 'Video File Format Guidelines' for more information.

- 案例影片
- case films
- 演示影片
- demo films
- 数字辅助图像
- digital supporting images
- 其他数字辅助文件
- digital supporting content

辅助材料准则

Supporting Material Guidelines

辅助材料是您的作品中最重要元素，是评审团在决策过程中要检查、观看和阅读的内容。每项顶尖奖都有不同的材料要求。一些是强制性的，一些是推荐或可选的。

Supporting materials are some of the most important elements of your entry. This is what the jury will examine, watch and read during their decision-making. Each Spikes Award has different material requirements. In some cases, they are mandatory whereas in others, they are recommended or optional.

需要注意的是：一旦提交了作品，在添加额外信息或替换文件方面有严格的规定。参赛媒体，例如案例影片和 JPG，在任何情况下都不能更新。请确保在付款前完全准备好要提交的内容。

It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your entry. Entry media e.g. case films and JPGs, cannot be updated under any circumstances. Please make sure you are absolutely ready to submit before you pay.

如果在支付参赛费用后收集到新的结果，我们将只接受在参赛表的结果部分提供的额外书面信息，截止日期为 **2026 年 1 月 30 日**。

If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form before **30 January 2026**.

为了避免您的作品被取消资格，请遵守以下准则：

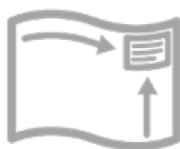
In order to avoid your work being withdrawn from the Festival, please adhere to the following guidelines:

- 所有案例影片和演示图像必须是以英语为主。
 - 如果原版作品不是以英文发表（如电视广告、平面广告、广告牌等），可准确翻译提交的材料或为其加注字幕，以便英语评审团能够理解其内容。
 - 如果是翻译原始视频作品，请注意不允许配音。可以翻译旁白，但可见的对话必须保持原始语言并有字幕。
 - 除了品牌名称或标志，所有辅助材料不得包含任何广告公司或任何参与的创意公司或个人的信息。
-
- All case films and presentation images must be in English.
 - Work which was not originally published in English (TVCs, print ads, billboards etc.) can be translated or subtitled exactly as it was published or aired, so that they can be understood by the English-speaking jury.
 - If translating the original video work, please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.
 - Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.

标签及交付准则

LABELLING AND DELIVERY GUIDELINES

- **参赛标签:** 在付款后，我们会在确认邮件中提供独立的参赛标签。标签上有针对参赛作品的单独编号，这对识别送达的实物材料至关重要，因为我们会在评审的后期阶段将实物材料提供给评审团。参赛标签必须恰当地附于辅助材料上。
- **ENTRY LABELS:** The individual entry labels are provided with your confirmation email, after payment. Labels have individual entry numbers which are specific to your entries and are vital for us to identify your physical material(s) when they arrive, as they will be made available to the jury in the latter stages of judging. The entry labels must be attached to the supporting material, as appropriate.



Attention: Spikes Asia

Spikes Asia

71 Robinson Road, #14-01,

Singapore 068895

Telephone number: +65 9728 6037

- **包裹地址标签:** 在您的确认邮件中，将有一个可以贴附在包裹上的地址标签。确认邮件中有关于正确使用包裹地址标签的说明。您也可以从网上账户下载。我们不接受任何标签不正确的参赛作品。
- **PACKAGE ADDRESS LABELS:** On your confirmation email, there will be a package address label for the outside of your package(s). Instructions on where and how to attach them are in your confirmation email. You can also download them from your online account. We are unable to accept entry materials which are not labelled correctly.
- **大件物品:** 如果实物辅助材料过大，或需要装配说明，请联络 awards@spikes.asia。
- **LARGE ITEMS:** If your physical support materials are oversized or require assembly instructions please contact awards@spikes.asia.
- 在完成提交后的七天内将实物材料发送给我们。
- Please send us your physical materials within seven days of completing your submission.
- 请确保实物材料于 **2026 年 2 月 27 日** 之前送达上述新加坡地址。
- Please ensure your physical materials arrive at the Singapore address above before **27 February 2026**.

- 请勿寄任何印刷样张或板给我们，因为我们不再接受这些作为辅助材料。
- **We kindly ask you to refrain from sending us any printed proofs or boards as we are no longer accepting these as supporting materials.**
- 您必须预先支付所有的快递和邮寄费用，以确保材料的寄送。在运输的任何阶段，奖项主办单位概不负责。如参赛作品丢失、在海关滞留或需要支付运费，参赛方需自行负责解决。
- You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival Organisers cannot accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.
- 运送的货物中应包括海关发票，注明：“参赛资料 – 无商业价值” (Festival Material – NO COMMERCIAL VALUE)。如有必要，可注明名义金额，如每件材料 1.5 新元。
- A Customs Invoice should be included in your consignment, saying: ‘Festival MATERIAL – NO COMMERCIAL VALUE’. A nominal amount of money, e.g. SGD \$1.50 per material, can be stated if necessary.
- 物品应购买保险，以防止在运输过程中或在评奖场所发生损坏或丢失。我们不承担任何损失、损害或其产生的费用的责任。
- Products should be insured against damage or loss in transit or on Festival premises. We do not accept any liability for any loss, damage or expense incurred.
- 实物辅助材料一经收到，即成为奖项主办单位的财产。我们不会在评审后将材料返还给参赛者。在特殊情况下，根据奖项组委会的决定，我们可以同意归还大型或贵重物品，但必须事先与我们在 **2026 年 2 月 14 日** 之前达成书面协议，且所有运输费用必须由参赛者承担。更多信息请发电子邮件至 awards@spikes.asia。
- Physical support material becomes the property of the Festival Organisers once it has been received. We cannot return materials to entrants after judging. In exceptional circumstances and at the Festival’s discretion, we may agree to return large or valuable items. However, this must be pre agreed with the Festival in writing by **14 February 2026** and all transit costs must be covered by the entrant. Please email awards@spikes.asia for more info.

图像文件格式指南

IMAGE FILE FORMAT GUIDELINES

数字演示图像

DIGITAL PRESENTATION IMAGE

您作品的视觉展示，包括图像和英文文字，简单介绍概要情况、执行和成果。

A visual presentation of your work, including images and English text, concisely summarizing the brief, execution and results.

规格：

Specifications:

- JPG
- 7063 x 5008 pixels
- 5 – 15MB

7063 px

JPG

5008 px

原装校样图像文件

DIGITAL PROOF

原始广告或执行图像的数码版本，须与播放时完全相同。

The digital version of the original advertisement or execution, exactly as it ran.

规格：

Specifications:

- JPG
- 7063 x 5008 pixels
- 5 – 15MB

7063 px

JPG

5008 px

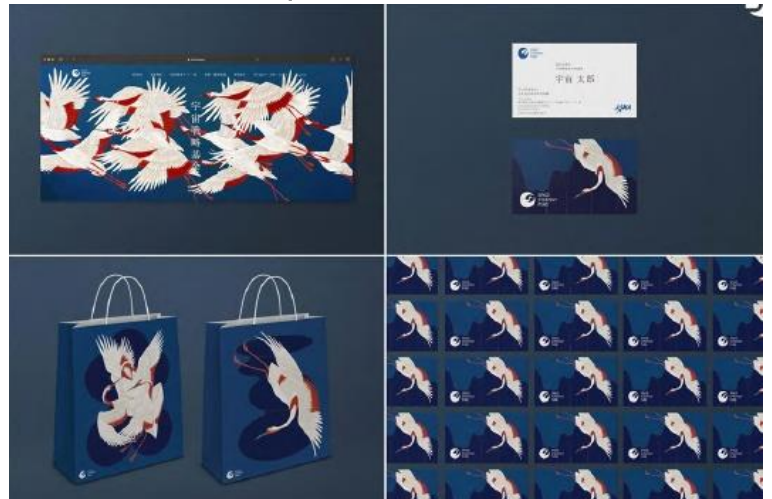
SATO 2531 | ASUNIWA



DENTSU DIGITAL, TOKYO

GOLD, GLASS: THE AWARD FOR CHANGE SPIKES ASIA

BEYOND THE STORM CLOUDS | SPACE STRATEGY FUND



DENTSU INC., TOKYO

SHORTLISTED, INDUSTRY CRAFT SPIKES ASIA

视频文件格式指南

VIDEO FILE FORMAT GUIDELINES

请提供高质量的 .MOV 或 .MP4 格式视频。

最大的视频大小为 350 MB。

Please supply a high quality video as .MOV or .MP4. The maximum file size is 350MB.

	纵横比 ASPECT RATIO	分辨率 RESOLUTION	格式/编码 FORMAT/ CODEC	音频 AUDIO
最佳 PREFERRED	全高清 HD 1080p Full HD 1080p	1920 x 1080	.MOV/H.2 64	AAC、立体声、 48kHz AAC, Stereo, 48kHz
	高清 720p HD 720p	1280 x 720		
可接受 ACCEPTED	4:3 或 16:9 4:3 or 16:9	1024x576	.MP4/H.2 64	AAC、立体声、 48kHz AAC, Stereo, 48kHz
		720x576		
		854x480		
		640x480		

案例影片（120 秒以内）

CASE FILM (120 SECONDS MAXIMUM)

一部解释您作品的短片。内容包括概要情况、执行和成果。将用于评审和公开展示。

A short film explaining your work. Content includes the brief, execution and results.

This will be used in judging and displayed publicly.

规格:

Specifications:

- MOV
- MP4
- 2,000MB

广告或内容影片范例

Example Film Entry

网站或微型网站参赛作品范例

Example of a website / microsite entry

应用程序下载页面范例

Example of an app download page

社交媒体帖子范例

Example social media post

其他辅助文件类型与格式

OTHER FILE FORMATS

音频文件

AUDIO FILE

原始音频/广播广告播出时的 MP3 音频文件。

MP3 audio file of original audio/radio advertisement, as it aired.

原始内容

ORIGINAL CONTENT

原始品牌内容，须与播出时完全相同。根据作品类型和参赛类别的不同，可以是影片、音频文件或图像。

The original branded content, exactly as it aired. Depending on the type of work and the specific category being entered, this can be either a film, an audio file or an image.

数字辅助内容

DIGITAL SUPPORTING CONTENT

任何与作品有关的辅助文件、视频或音频。

Any supporting documents, videos, or audio files which are relevant to your entry.

付款

PAYMENTS

结账时，请选择付款方式。

At the checkout, please choose a payment method.

如果使用信用卡付款，系统将会引导您输入卡片信息并立即支付。之后，您将收到一封确认邮件。

Card payment will direct you to put in your card details and pay immediately. You' ll then be sent a confirmation email.

银行转账将生成一份形式发票并发送到您的邮箱。

Bank transfer will generate a proforma invoice to your email.

- 必须立即付款 – 请确保使用订单编号作为付款参考。
- Payment must be raised immediately – ensure the OrderID is the payment reference.
- 我们要求将汇款详情通过电子邮件发送至 awards@spikes.asia，邮件中需包含付款所覆盖的完整订单编号以及形式发票的副本。
- We ask for a remittance to be emailed to awards@spikes.asia showing the full order IDs covered by the payment with a copy of the proforma invoice.
- 税务发票将在大约两周内通过邮件发送给您。
- A tax invoice will then be emailed to you within approximately two weeks.

如何申请参赛

HOW TO CRAFT YOUR ENTRY

流程简介 SO, WHAT IS THE PROCESS?

1.

委任一名参评管理人 Appoint an award manager

在您的公司内选择一人来协调报名参评，并作为与我们的第一联络人。

Choose someone within your company to coordinate your entry activities and act as the first point of communication with us.

2.

查阅规则 Check the Rules

确保作品有资格参评。留意关键日期、截止日期和其他重要条件。完整的参赛规则可在[此处](#)参阅。

Make sure you check your work's eligibility for the Festival. Take a look at our key dates, deadlines and other key criteria. The full Entry Rules can be found [here](#).

3.

下载参赛手册 Download our Entry Kits

确保您有我们的参赛手册，以便在整个参赛过程中参考。

Ensure you have a copy of our Entry Kits that you can refer to throughout the entry process.

4.

了解奖项 Know the Awards

今年，我们更新了奖项设置，增加或修订了类别。此外，还须考虑评判标准和辅助材料要求。请花些时间了解您的选择。如果在整个过程中需要建议，请[与我们联系](#)，我们的奖项专家将乐意提供帮助。

This year, we've updated our Awards with additional or revised categories. There are also judging criteria and material requirements to consider. Take some time to get to know your options. Remember, if you need advice at any point in the process, just [get in touch](#) and one of our Awards experts will be happy to help.

5.

登录并创建账号

Log in or create an account

6.

创建参赛作品信息 Create your entries

越早开始，我们就越有更多时间为您提供额外的帮助。

The sooner you start, the longer we' ll be able to offer you extra help if you need it.

7.

提交并付款 Submit and pay

请注意，第一笔滞纳金将于 **2025年12月18日** 之后收取。

Remember the first late fee applies after **18 December 2025**.

8.

检视及修改 Review and revise

我们会彻底审阅参赛作品的各个方面，因此可能会与您联系以做澄清或修改。

We check all aspects of entries thoroughly, so we may be in touch to ask for clarification or changes.

9.

评审 Judging

评审团会仔细审查所有参赛作品，并在评审期间确定获奖者。

Juries carefully review all the entries and determine winners during judging.

由于评审团可能会对作品提出疑问，请确保您在这段时间内能与我们保持联系。

Make sure you' re available throughout this period, as the Jury may have questions about your work.

10.

公布结果 Results

入围和获奖名单将于 www.lovethehwork.com 公布。

The shortlists and winner will be announced on www.lovethehwork.com.

11.

奖杯 Trophies

得奖及入围的公司会获发奖杯及证书。我们知道，获奖来自团队的努力，所以也可以为对作品做出贡献的任何人[订购](#)奖杯和证书。

Trophies and certificates are sent out to winning and shortlisted entrant companies. We know that winning is a team effort, so trophies and certificates can also be [ordered](#) for anyone credited on the entry.

案例影片的顶级技巧

TOP TIPS FOR YOUR CASE FILM

精简

BE CONCISE

我们的专业评委完全有能力根据精简、连贯的解释来判断项目是否有价值。

You’ re dealing with professionals who are perfectly capable of grasping whether a project has merit based on a concise, coherent explanation.

直截了当

BE UPFRONT

快速并直接地解释想法，这样评审团能从一开始就理解活动的规模及其结果。避免使用不必要的堆砌或风格上的滤镜。把案例影片当作一篇社论——先提供所有的关键信息，随后扩展想法。

Explain the idea upfront and quickly so the Jury can understand the dimensions of the campaign and its results from the very beginning. Avoid using unnecessary buildup or stylistic filler. Treat your case film like a piece of editorial. All the key information early on – expansion of the idea to follow.

简单

SIMPLICITY

少即是多。很多案例影片杂乱无章、令人困惑，没有传达清晰的想法和强有力的策略。我们不能低估聚焦要点和清晰的必要性。

Less is always more. So many case films fail to communicate a clear idea and a compelling strategy that isn’ t cluttered and confusing. The need for focus and clarity cannot be underestimated.

文化与背景

CULTURE AND CONTEXT

评审团十分国际化，并非所有评委的第一语言都是英语。请尊重这种多样性。参赛作品如基于文化上的细微差别或较陌生的文化背景，应提供额外的信息。

Our Juries are international, and English is not always their first language. Respect this diversity. Entries that rely on a cultural nuance or unfamiliar cultural context should come with additional information.

采取新的视角

TAKE A FRESH PERSPECTIVE

您可能已沉浸于作品中，但评审团却还没有。用新的视角来看待作品的创意，并为新的受众将想法提炼成核心。

You may have lived and breathed the work, but the Jury hasn't. Look at the idea with a fresh pair of eyes and break it down to its core for a new audience.

为评委提供方便

MAKE IT EASY FOR THEM

作品创意应该不言自明。避免创作价值和理念过于繁琐花哨而弄巧反拙，造成障碍。保持直接。

The idea should speak for itself. Avoid creating barriers with unnecessary and elaborate production values. Keep it straightforward.

行业术语

INDUSTRY JARGON

避免使用行业术语和营销用语。不要推销，而是解释您的作品。过度炒作和空洞陈述的案例影片不会给评审团留下印象。

Avoid industry jargon and marketing speak. Don't sell - explain your work. A case film with excessive hype and empty statements will not impress the Jury.

讲述故事

TELL A STORY

围绕简单、有力和简洁的叙述来组织您的说明。讲故事是关键。

Structure your explanation around a simple, powerful and succinct narrative. Storytelling is key.

类别选择

CATEGORY SELECTION

仔细考虑最适合参赛作品的类别，确保它对受众既具有相关性又具有特殊性。如果不确定作品适合哪个类别，可以向奖项专家咨询意见。

Carefully consider the best category for your entry and ensure that it demonstrates both relevance and specificity for its audiences. If you're unsure where your work can go, ask an Awards expert who can give you some advice.

结果

RESULTS

确保提供的结果是有力、有意义和可衡量的。要诚实、具体，并提供可行的、量化的数字和统计数据。在某些类别中，结果占分数的 30%。务必清楚地将结果与最初的目标、战略和目的联系起来。

Make sure you provide them and that they are robust, meaningful and measurable. Be honest, specific and provide workable, quantitative figures and stats. In some categories, results count for 30% of the mark. Clearly link your results back to original goals, strategies and objectives.