

## **Spikes Asia 2020 Cancelled**

### **The Festival and Awards will not take place in 2020**

*8th April 2020* - Spikes Asia today announces that the Festival will no longer take place in October 2020 as planned. The Festival of Creativity, Spikes Awards and Tangrams Strategy & Effectiveness Awards will be held in 2021 in Singapore and new dates will be announced shortly.

The impact of the COVID-19 virus continues to affect the Asia Pacific region and the world. Health, economic, and societal concerns are determining the priorities of societies and businesses globally. Our community, across the creative marketing and media industries, is facing unparalleled challenges. The need to protect companies and people, and to support consumers, is taking precedence during this challenging time.

The difficult decision to cancel Spikes Asia was made after in-depth consultations with partners and customers and in response to the unprecedented global situation. We therefore felt it important to remove uncertainty and provide clear communications to our community around the delivery of Spikes Asia Festival and the Awards, as quickly as possible.

**Joe Pullos, Festival Director, Spikes Asia, commented:** *“Spikes Asia celebrates the extraordinary creativity of the Asia Pacific creative community. We want to ensure that we respond to the needs of our customers and partners across the region and support the marketing and creative industries through this global crisis. We are announcing the change today so that we can bolster our community with clear communication and begin preparing for 2021. Spikes Asia, working alongside our customers and partners, will return next year stronger than ever. We look forward to celebrating and honouring the very best creative work with our community, as we all look ahead to a more positive future.”*

**ENDS**

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## Notes to editors

### About Spikes Asia

The Spikes Asia Festival of Creativity celebrates inspiring Asia-Pacific creativity in advertising. Building on over 30 years of the illustrious Spikes Awards, the Spikes Asia Festival of Creativity is the result of a collaboration between the organisers of Cannes Lions and Haymarket, publishers of Campaign Asia Pacific. The Festival provides the region's growing creative and advertising industry with a platform to network and exchange ideas, bringing together some of the finest creative thinkers from across the region and around the world.

Spikes Asia offers an inspirational programme of seminars, tech talks and forums, focusing on creativity and learning, exhibitions of creative work from Asia-Pacific, networking events in the evening and the Spikes Asia award show. Incorporating Tangrams Effectiveness@Spikes brings over 15 years of celebrating Effectiveness and Strategy under one roof. The Tangrams celebrate the latest thinking in marketing effectiveness and showcase the very best examples of effective brand building from Asia Pacific. The Tangrams awards honour clients and their agencies for marketing strategies that deliver solid results to transform businesses and brands in categories for Effectiveness, Digital Strategy, Media Strategy, Data & Analytics and e-commerce.

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