

Campaign Asia (The Knowledge - Premium)

Quick Start Guide for NP Students

Ngee Ann Polytechnic students now have access to Campaign Asia The Knowledge (Premium Tier). Follow these steps to activate and start using your account.

Getting Started

Step 1 - Create a Haymarket Account

Sign up using your official NP email address: <https://www.campaignasia.com/register>

Step 2 - Validate Your Account

Check your inbox (or spam folder) for the validation code and complete registration.

Step 3 - Access Campaign Asia

Visit [Campaign Asia](#) and click **Sign In** at the top right. Log in using your registered account.

What You Can Access

- Premium APAC market intelligence and research
- Top50 Brands APAC rankings and insights
- Data-led articles and marketing case studies
- State of the Pitch Asia reports
- APAC Power List and leader profiles
- Agency Report Cards and Media Rankings
- Unlimited access to news, features and archives

Manage Your Newsletter Preferences

<https://accounts.haymarket.media/manage/subscribe-emails>

Important: Your subscription is for single-user access only. Do not share your login credentials, as this may result in account suspension.

Need Help?

Email: customerservice@campaignasia.com