

How to put together a winning APEX entry

The Association for Communication and Advertising (ACA) will be hosting workshops for the advertising industry in Johannesburg and in Cape Town respectively, to take agencies through the paces of how to prepare a winning entry for the Advertising Performance Excellence Award (APEX).

APEX 2008 Chairman, Andy Rice, a renowned marketing expert who has chaired and in previous years judged APEX, as well as other numerous awards including Loeries, FM Adfocus and PRISM, will present the workshops. They are aimed at all agencies entering APEX 2008 and will assist entrants with the compilation of their entries as well as give them pointers of what the judges expect in a winning submission.

"Putting together an APEX entry is a very involved process; with very strict criteria and emphasis on advertising that demonstrates both strategic and creative effectiveness, measurable through its contribution to bottom-line business success. This is why it is important to get it right if the entry is to stand any chance of winning," says Rice

The APEX entries were opened to the rest of the African continent for the first time this year and will close on 16 November 2007.

Agencies are advised to start selecting the campaigns they wish to enter ahead of the workshops to ensure they derive optimum value from the sessions. The Johannesburg APEX workshop will be held in the ACA Boardroom on Wednesday, 26 September 2007 at their new offices in the Main Block, Bridge on Bond, Corner Hendrick Verwoerd Drive and Bond Street in Sandburg from 10am to 12pm. The Cape Town workshop will take place at the AAA School in Cape Town, Friday 28 September from 11:00 -13:00.

APEX entry forms can be downloaded from the ACA website at <http://www.acasa.co.za>. The Advertising Performance Excellence volumes containing the complete case studies of previous APEX Award winners are essential reading and can be obtained through the ACA.

For more information contact Pamela Phakisi on +27 11 781 2772 or e-mail by no later than 20 September 2007.