

Emperor's Palace to host APEX gala event

The Association for Communication and Advertising (ACA) has announced that the 2008 Advertising Performance Excellence Awards (APEX) will be taking place at the Emperor's Palace Convention Centre, Gauteng, on 10 April 2008.

APEX entries are judged in one of the following three categories:

1. *Launch* – for brands or services that are new, or have no significant history of advertising.
2. *Change* – for new campaigns from previously advertised brands, which resulted in significant short-term effects on sales and/or behaviour.
3. *Sustain* – for advertising campaigns that benefited a business by maintaining or strengthening a brand over a long period.

“The objectives of the APEX Awards are, very simply, to bring us back to basics – to demonstrate that the purpose of advertising is to contribute to business success, to encourage best practice in creating and placing effective advertising and, most importantly, to ensure the future of the industry by becoming accountable. APEX award winners are no doubt leaders in their fields and, as a result, the awards are highly sought after in the advertising and communications industry,” Concludes Odette Roper, CEO of the Association for Communication and Advertising.

Since its inception in 1995, the APEX awards has recognised advertising performance excellence in an industry that is constantly redefining creativity. The stringent adjudication process requires the entrants to prove that their submissions have contributed a measurable return to their client's bottom line. They have to be able to demonstrate both strategic and creative effectiveness.

This year's APEX Awards is sponsored by SABC, SAB, IDC, Emperor's Palace, Sappi, Clover, Alight Productions and Mushroom Productions.

Tickets for the 2008 gala event are available from the ACA at a cost of R380 each or R3,500 excl. VAT for a table of ten. For more information on APEX, or to purchase tickets to the gala event, contact the ACA on telephone number: 011 781 2772 or via email to: