

## Ten tips for APEX

The Association for Communication and Advertising (ACA) has compiled ten tips on how to create the best APEX submission possible. ACA believes APEX is not just an award but a reputation. A campaign may have been spectacularly effective, but if an APEX entry is not as good as the campaign, it may not win an APEX.

Andy Rice, chair of the 2009 APEX adjudication panel and chairman of Yellowwood Future Architects recommends the following when compiling an APEX entry:

1. Reference previous award winning case studies from APEX as well as those from the UK's IPA (Institute of Practitioners in Advertising) Effectiveness Awards.
2. Give yourself enough time to compile your submission to avoid errors.
3. Use data and research, and use it well to present, justify and prove your case. Good data, good case.
4. Present a well written paper that is clear, factual and structured for easy reading and understanding.
5. Look beyond the advertising and isolate the communications' effects by systematically eliminating other factors such as pricing, packaging, distribution, competitor behaviour, etc. that could have yielded the results perceived to be achieved by the campaign only.
6. Focus on efficiencies rather than clout. Even the smallest of impacts in a campaign can be more successful than a campaign that makes the loudest noise. Focusing on efficiency provides more insight into the body knowledge of communications campaigns worth, commercially.
7. Prove your campaign's effectiveness using statistical evidence - present the facts in an easy to understand and clear manner.
8. Use econometrics to explore the relationship of different variables, i.e. the impact of ad spend on market share. If used well, it is a very convincing tool for proving effectiveness and simultaneously removing contaminating variables.
9. Involve your client - working hand-in-hand, as a team will assist in improving your client-agency relationship and it ensures access to data and support with time and resource. After all, APEX is not just an award. It's a reputation - the agency's reputation as well as your client's.
10. Read the APEX submission guidelines which are published on the ACA

For more information on the awards visit [www.acasa.co.za](http://www.acasa.co.za) or send an email to or phone (011) 781 2772.