

2009 APEX Awards deadline extended

The Association for Communication and Advertising (ACA) has extended the deadline for entries to the 2009 APEX awards to Friday, 30 January 2009 at 12 noon.

ACA CEO Odette Roper reminded all agencies, while making the announcement that entries can be submitted electronically, saving time and money.

"APEX awards," says Roper, "are an ideal opportunity for agencies to show their true value in terms of affecting the bottom line of their clients because that is what ultimately separates good work from great."

Enzo Scarcella, APEX judge and managing executive: marketing at Vodacom has motivated agencies to take the time out to prepare submissions saying that APEX is a measurement of the sole reason that marketing and advertising exist to drive consumer demand. "An APEX award," says Scarcella, "is the only award that assesses the effectiveness of advertising. In essence, it is a validation for the existence of the industry."

The cost per entry is R1,500 (excluding VAT). For more APEX information, entry forms, rules for entry and submission guidelines visit www.acasa.co.za.