

ACA announces 2009 APEX judging panel

The Association for Communication and Advertising (ACA) has announced its panel of judges for the 2009 APEX Awards. The panel is chaired by Andy Rice, chairman of Yellowwood Brand Architects.



ACA believes that during the current global economic climate, effectiveness, contribution to bottom line and accountability are all necessities for a business. Marketers and advertisers are faced with increased pressure to account for results and the APEX Awards, according to the ACA, champions greater accountability by rewarding communications campaigns that work, sell and resonate in the minds of their target audiences.

APEX entrants must systematically provide evidence of the effectiveness of their marketing communication as opposed to the effects of other non-communication variables and in so doing, prove that their entries have achieved performance excellence by contributing a measurable return on investment.

Judging panel for 2009

- Brenda Koorneef, group strategy and marketing executive: Tiger Brands Limited
- Charles Foster, MD: Millward Brown
- Enzo Scarcella, managing executive: Vodacom
- Festus Masekwameng, creative director: McCann Ericson SA
- Fran Luckin, executive creative director: Ogilvy Johannesburg
- Ivan Morko, group MD: Yellowwood Brand Architects
- Laurent Marty, deputy MD: Joe Public
- Marie Jamieson, group executive director: TBWA/Hunt /Lascais
- Neil Higgs, director: TNS Research Surveys
- Rob McLennan, creative director: Net#work BBDO
- Rosa Leigh, client service director: TBWA/ Hunt/ Lascais
- Sifiso Falala, CEO: Plus 94 Harris
- Veronica King, development director: The Jupiter Drawing Room
- Zeona Motshabi, chief corporate Officer: Cell C

The closing date for APEX 2009 has been extended to 12pm on Friday, 30 January 2009. The cost for ACA member agencies to enter is R1,500 excluding VAT per entry. More APEX information, entry forms, rules for entry, submission guidelines, information on previous APEX winners and dates to diarise are available under the APEX section of the ACA website: www.acasa.co.za.

For more, visit: <https://www.bizcommunity.com>