

Apex Awards 2016 - Winners of the 'work that worked' announced

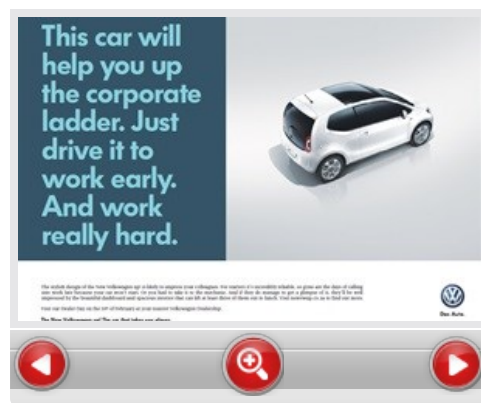
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On 7 July, at a prestigious black-tie event held in Bryanston, the Association for Communication and Advertising (ACA) hosted the annual Apex Awards. The celebration of communications campaigns' effectiveness attracted a host of captains of industry and brand barons to recognise those campaigns that delivered tangible and measured returns.

This year, the Apex Awards launched the first NeXt Level of Thinking Master Class that was held in the morning on 7 July, prior to the awards ceremony. The Master Class provided an essential perspective for all professionals in the business of marketing, advertising and communications. Five highly respected industry leaders each presented the latest trends and thought leadership in various disciplines across the value chain. Each presentation was followed by a hard-hitting, investigative question and answer session led by Jeremy Maggs.

“The Master Class was an inspiring learning opportunity for those who attended. Each speaker provided insights, thought leadership and very useful information on the latest trends in campaign measurement, the do's and don'ts of effective creative campaigns, the use of media, breaking through clutter and digital marketing to name a few. The Master Class was an excellent introduction to the awards ceremony that was held later the same day,” says Odette van der Haar, ACA CEO.



Apex categories

The Apex Awards recognise communications campaigns' performance excellence across three key categories:

1. **Launch** - sponsored by the SABC, for brands or services that are less than 12 months old with no significant history of advertising;
2. **Change** - sponsored by Unilever, for new campaigns from previously advertised brands that resulted in significant short-term effects on sales and/or behaviour (short term i.e. 18 months); and
3. **Sustain** – also sponsored by the SABC, for campaigns that benefited a business by maintaining or strengthening a brand over a long period, i.e. 36 months;

Additionally, this year the jury awarded two special awards – they are:

1. **Special Award for campaigns that demonstrated the most ingenious response to limited advertising or research funds** sponsored by Millward Brown; and
2. **A Special Award for the most successful campaign for a non-profit or charity organisation or cause** sponsored by Alexander Forbes.

The full list of 2016 Apex winners is as follows:

APEX CATEGORY: LAUNCH			
APEX Submission Name	Client	Name of Agency	Award

One-up'ing the competition	Volkswagen South Africa	Ogilvy & Mather Cape Town	Silver
APEX CATEGORY: CHANGE			
APEX Submission Name	Client	Name of Agency	Award
Savanna Premium Cider Redefining Normal	Distell Group Limited	FCB Cape Town	Bronze
The Better Gift Challenge	South African National Blood Service	DDB SA	Bronze
1818: Lighting Up Moments to Ignite Sales	Brandhouse Beverages (Pty) Ltd	J Walter Thompson Cape Town	Bronze
"Africa is Absolut"	Pernod Ricard South Africa	Native VML	Silver
Iliadin® "Man Flu"	Merck (Pty) Ltd South Africa	Joe Public Ignite	Silver
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Client	Name of Agency	Award
Brothers for Life Medical Male Circumcision Drive	Centre for Communication Impact	Joe Public and Mediology	Bronze
Nedbank Sawy	Nedbank	Joe Public	Silver
SPECIAL AWARDS			
APEX Submission Name	Client	Name of Agency	Award
Brothers for Life Medical Male Circumcision Drive	Centre for Communication Impact	Joe Public and Mediology	The most successful submission for non-profit or charity organisation or cause
The Better Gift Challenge	South African National Blood Service	DDB SA	The entry that demonstrates the most ingenious response to limited advertising or research funds

"An Apex represents more than just a trophy – it is a symbol of efficacy and represents the contribution that an agency and its winning campaigns make to a client's bottom line. It also demonstrates an agency's ability to be both strategically and creatively effective. Apex winners are therefore positioned as true leaders of the profession, with the entire profession benefiting from this recognition," says Odette van der Haar, ACA CEO.

Apex Awards eight bursaries

It was announced at the 2016 Apex Awards ceremony that eight bursaries were being awarded to deserving students from the AAA School of Advertising. This brings the total number of Apex bursaries awarded since the programme launched in 2010 to 60. Four bursaries were awarded to students from the AAA School's Johannesburg campus and four to students from the Cape Town campus. The AAA School of Advertising is the official tertiary institution of the profession and is regarded as the birthplace of brilliant.

"It is with honour and privilege that we applaud the winners, finalists and bursary recipients of the 2016 Apex Awards - an opportunity made possible through the investment, generosity and support from Apex key partner, SABC, and sponsors, Alexander Forbes, Millward Brown and Unilever.

The Apex Awards programme reinforces and continues to bring credibility to, and confidence in, the business of advertising and communications. In association with our partner, sponsors and contributors on Apex 2016, the ACA celebrates the efficacy our profession delivers, and thanks all involved for the opportunity to provide a brighter future to the young bright minds on the cusp of entering the profession," concludes van der Haar.

About the ACA

The ACA is the official, representative body for the Communications and Advertising profession in South Africa, representing agencies in the profession (who at present contribute approximately 95% of South Africa's measured ad spend) to government, media and the public. The ACA is a voluntary body formed by and for the industry, focused on and committed to self-regulation and to defending the highest standards of ethical practice.

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