

2014 APEX Awards ready for entries

The annual APEX Awards, hosted by the Association for Communication and Advertising (ACA), have opened for 2014 entries. Compulsory briefing sessions for entrants will be held in Johannesburg and Cape Town on 21 and 23 January 2014, respectively.



The awards recognise and celebrate communications campaigns' performance excellence that contributes tangibly to clients' business and bottom line.

"We are not just calling for work. We are calling for ideas that ignited intrigue in the minds of consumers and led to desire in their hearts. We're looking for ideas that widened eyes and opened wallets even wider. We're calling for ideas that directly contributed to the client's bottom line. We want the work that worked." said APEX Jury Chairperson, Andy Rice.

Richard Stewart, MD of Millward Brown, associate sponsors of the awards says, "Great creative campaigns are most effective when they not only build brand equity but also maximize a return on marketing investments and help grow the bottom line. This rewards work that effectively engages consumers to buy. It is in this regard particularly that we are very excited to be co-sponsoring the 2014 APEX Awards."

Judges

The adjudication process of the APEX Awards is stringent, as entrants have to systematically prove that their work campaigns worked and worked hard to deliver tangible, measured results. The jury comprises of captains of industry and leaders in their respective disciplines.

The judges for the 2014 APEX Awards are:

Name	Designation	Company
Boniswa Pezisa	Group MD	Network BBDO
Sizakele Marutlulle	CEO	Moonchild
Malusi Thu	CEO	BFG Consulting
Mimi Nicklin	strategic director	34
Fran Luckin	executive creative director	Quirk Johannesburg
Rob McLennan	creative Founder	King James II
Ahmed Tilly	executive creative director	Black River FC
Mariana O'Kelly	joint executive creative director	Ogilvy Johannesburg
Enzo Scarella	chief marketing officer	Telkom
Lethepu Matshaba	marketing director: personal care	Unilever
Doug Place	marketing director	Ster Kinekor Theatres
Jeremy Sampson	group executive chairman	InterbrandSampson
Jarred Cinman	MD	Native
Haydn Townsend	chairman	Black Ops
Ayanda Mbanga	deputy CEO	Saatchi & Saatchi
Neil Higgs	senior advisor & head of innovation	TNS South Africa
Richard Stewart	MD	Millward Brown
Maria Phillips	CEO	Mindshare
Virginia Hollis	MD	Magnetic Connections
Ana Carrapichano	CEO	Mediology
Andy Rice	chairman	Yellowwood
Gareth Leck	CEO	Joe Public
Odette van der Haar	CEO	ACA

Ivan Mbroke	CEO	TBWA\Hunt\Lasaris
-------------	-----	-------------------

To book briefing session, email apex@acasa.co.za, booking is required. For more information, go to www.acasa.co.za/apex.aspx or call +27 (0) 11) 781 2772/3.

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