

# Future APEX award predictions: More agencies, more recognition

 By [Ann Nurock](#)

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Ann Nurock, our APEX awards media correspondent on the ground, spoke to ACA board member and the APEX Awards chairperson Gareth Leck, CEO at Joe Public, about what it takes to win an APEX award - particularly that elusive Grand Prix - and his desire to see more involvement from the industry...



Gareth Leck

**Nurock:** Gareth, congratulations on another amazing APEX awards ceremony for the ACA. What for you has been the most rewarding part of this year's APEX awards?

**Leck:** Personally, I think the Grand Prix. There was a lot of innovation in terms of the thinking, so it wasn't like a massive mass media campaign, but rather very smart use of digital channels and social media, and such an authentic, heart-warming story that just connected on such a universal level, and the results were incredible.

From an effectivity point of view, it was without question a case that deserved the Grand Prix. It was also amazing as it was for a good cause. We always joke that advertising can change the world for the positive, and this is a case in point that it can. This was done so smartly, and with a tiny budget, so deserving and I'm glad it was recognised.

**Nurock:** What did you think about the work that won this year?

**Leck:** What was really interesting this year, was that there was some amazing innovation in different spaces. So for example, 'Get me to 21' was a very smart use of social media and a very fresh and authentic approach to conveying a message, which got unbelievable results, so that stood out as something different.

Then something like FNB, using an ATM to convert customers was highly innovative and creative use of the channel. Even Garagista showed smart use of social media on a small budget with great creative thinking. It's that smart thinking involved that made cases stand out and got fantastic results.

**Nurock:** What would you like to see more, from the entries next year? Where do you think there could be room for improvement, or where could the agencies do more?

**Leck:** There's always opportunity for agencies to look at APEX awards as important, there's always room to win one. Often I've seen cases that are worthy of winning something, but just because they haven't been put together to the level they should have been, they don't get awarded. So I'd like to see more entries, better put-together entries.

To do that, there are workshops you can attend to better understand how to enter them, look at past winners. There's massive opportunity for more agencies to be better recognised in the industry, and that's what I'd like to see, because at the moment there is a bit of a pattern of certain agencies that seem to invest in the APEX, and they are getting rewarded.

[Click here](#) for more of what went into this year's APEX awards, with the gala evening held at the Sandton Convention Centre last night.

## ABOUT ANN NUROCK

Ann is a Partner at Relationship Audits and Management, a global consultancy that measures and optimizes client /agency relationships. Her proprietary Radar tool is used by 30 corporates globally and as a result she interacts with over 80 agencies of all disciplines. Ann spent 25 years plus in the advertising industry as CEO of Grey Advertising South Africa, and head of the Africa region followed by President and CEO of Grey Canada. Contact details: [ann.nurock@relationshipaudits.com](mailto:ann.nurock@relationshipaudits.com) | Twitter @Annnurock

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