

Judging the best in communications at the 2015 APEX Awards

Taking place on 20 July at the Sandton Convention Centre, the 2015 APEX Awards' adjudication panel have been judging entries based on extremely stringent criteria.

The APEX awards have recognised, celebrated and showcased highly effective communications campaigns in South Africa. Judges are looking for campaigns that disrupted the clutter, had extensive reach and communicated via mediums that resonate with the desired consumer.



The rigorous adjudication process spans more than one round of adjudication during which submissions are evaluated against specific criteria including rigour, degree of difficulty, clarity of evidence, compelling case, and insight.

"The APEX awards looks for both creativity and effectiveness, measuring actual results. The objective of advertising and communications is to sell products and/or services and in so doing contribute to a company's bottom line. In this regard, the annual APEX awards rewards those campaigns that worked to deliver a tangible, measured return on investment and/or objectives," says Odette van der Haar, CEO of Association of Communications and Advertising (ACA) that hosts the annual APEX awards.

The team tasked with adjudicating this year's entries are:

JUDGE	DESIGNATION	COMPANY
Ana Carrapichano Moore	CEO	Mediology
Andre Steenekamp	CEO	25am
Andrea Quaye	Marketing Director	SAB Miller
Andy Rice	Chairman	Yellowwood
Boniswa Pezisa	Group MD	Net#work BBDO
Chris Botha	MD	The Media Shop
Doug Place	Marketing Director	Ster-Kinekor
Emmet O'Hanlon	MD	DDB SA
Enzo Scarcella	Chief Marketing Officer	Telkom
Erica Gunning	MD	MEC Group
Gareth Leck	CEO & Founder	Joe Public
Ingrid Veysie	Exec Director : Strategic Solutions	Yellowwood
Ivan Mbroke	CEO	Co-Currency
Jarred Cinman	MD	Native
Jenny Moore	Partner	Hall and Partners
Jeremy Sampson	Managing Partner	Jeremy Sampson Corporate Strategies
Justin Spratt	MD	Quirk
Kabelo Moshapalo	ECD	Tequila
Karabo Songo	Group CEO & Founder	Olive Communications & Media Group
Liam Wielopolski	ECD	DDB
Masingita Mazibuko	Personal Care Marketing Director	Unilever

Mike Carter	Commercial Director	Charge Ads
Mike Cathie	CMO	Nandos
Neil Higgs	Chief Innovation Partner	TNS Research Surveys
Odette van der Haar	CEO	ACA
Pippa Capstic	ECD	Ignite Joe Public
Richard Stewart	MD	Millward Brown
Rob Smuts	CEO	RMS Media
Ryan Harris	Business Intelligence Analyst	FNB
Sarah Dexter	MD	Oil
Sbu Sitole	Creative Director	The Odd Number
Sue Napier	MD & Partner	Ireland-Davenport
Tim Allemann	Strategy Consultant	Hatch Strategy
Veejay Archery	ECD	Black Africa Group
Virginia Hollis	MD	Magnetic Connection

"It is an absolute pleasure and honour to be working with this year's jury. The collective experience and sheer brain power of the panel is extraordinary. The jury will decide on which campaigns, agencies and clients are the best of breed in the business and, in so doing, affirm the credibility and the value of creativity in business. After all, winning an APEX is the ultimate testament to the vital role that effective advertising and marketing communications play in business success. For agencies, winning an APEX affirms their effectiveness and contribution to their clients' businesses. For clients, winning an APEX affirms their contribution to their company's bottom line," says van der Haar.

For more information on the APEX Awards, visit www.acasa.co.za/apex.aspx

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