



# Book now for 2012 APEX Awards gala event

The [2012 Apex Awards](#) will be held at 7pm on 24 May 2012 at the Vodadome in Midrand. As part of its ticket campaign, there is an amusing digital campaign, which Apex hopes will go viral, highlighting the essence of the awards, a quantified impact on clients business.

## Digital campaign

Hosted by the [ACA \(Association for Communication and Advertising\)](#), the ultimate objective of the prestigious APEX Awards is to demonstrate advertising and communication campaigns' commercial significance and creative innovation.

Funds raised by the APEX Awards accumulate towards much needed bursaries for PDI students of the [AAA School](#) who are striving to obtain a tertiary qualification and enter the profession.

## "Ongoing support"

[Odette van der Haar](#), CEO of ACA explains, "The awards demonstrate the impact and necessity of advertising and communications in the marketing mix and how much the profession contributes to business success. Without the ongoing support we have received from the advertising profession, we would not have been able to fulfil our mandate of nurturing talent and changing lives."



The 2012 APEX Awards are made possible by the key partnership with DSTV Media Sales and the contribution from Millward Brown.

[DStv Media Sales](#) CEO [Chris Hitchings](#) adds, "We believe that excellence in effective advertising should be recognised and rewarded. We also believe that the contribution APEX makes towards industry development through its bursary programme is extremely important. These principles further warrant our association and make the company proud to be sponsors of the awards."

Tickets can be booked online via the APEX section of the ACA website at [www.acasa.co.za](http://www.acasa.co.za).

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