

## APEX judges announced

The Association for Communication and Advertising (ACA) has announced the judges for the 2006 Advertising Performance Excellence (APEX) awards aimed at rewarding effective marketing communication.

A total of 12 judges including marketers, media planners, strategists, creatives and media owners, led by Chairman of the APEX Judging Panel 2006 Nunu Ntshingila, will scrutinize entries submitted in the three main APEX categories: launch, change and sustain.

Finalists will then be categorized into gold, silver and bronze winners plus recipients of the certificates of commendation and special prizes. The Grand Prix will be awarded to the most outstanding paper overall selected from the gold winners.

The APEX selection criteria put special emphasis on advertising that demonstrates both strategic and creative effectiveness measurable through its contribution to bottom-line business success.

Zandile Nzalo, CEO of ACA, says: "The trend globally is that clients want to see return on investment and the South African market is no different. APEX encourages and recognizes practices that demonstrate that the advertising and marketing industries strive to provide clients with value-for-money."

The ACA has scheduled APEX workshops on how to prepare a winning APEX entry, to be held Friday 23 September 2005 from 09:00 - 11:00 at AAA School of Advertising Johannesburg and on Tuesday 27 September from 10:30 -12:30 at the AAA School of Advertising, Cape Town.

Industry expert Andy Rice of Yellowwood Brand Architects and previous APEX Chairperson and judge, will be giving prospective entrants useful guidelines on crafting their APEX entries in time for the 31 October 2005 deadline.

Entry forms can be downloaded from the ACA website at [www.acasa.co.za](http://www.acasa.co.za). For more information contact Lia Clayton Tel: (011) 781 2772 or e-mail .

### APEX 2006 JUDGING PANEL

- Zikie Molusi  
Executive Advertising & Promotion  
Telkom
- Heather Partner  
Marketing Director  
McCain Foods

- Simon Grose  
Marketing Manager  
Brand Communications  
Sappi Fine Paper

Strategy Planner (1)

Cecilia Andrews  
Strategic Planner  
Joe Public

Media Planner (1)

Sue Rooney  
Regional Media Director  
Universal McCann

Researchers (2)

Henry Barenblatt  
CEO  
Research Surveys

Sifiso Falala  
CEO  
Plus 94 Harris

Creative (2)

Wingwing Mdlulwa  
Creative Director  
Africa Extra Bold

Nick Liatos  
Creative Director  
RMG Connect

Media Owner (1)

Mark Jakins, SABC  
Chief Executive Commercial Enterprises

Academic (1)

Gordon Cook  
Director  
VEGA

Consultant (1)

Andy Rice  
Director

Yellowwood Brand Architects

Chairman

Nunu Ntshingila

CEO

Ogilvy South Africa

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