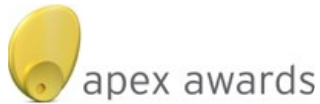


Workshops offer insight into 2012 Apex entries

Entrants for the 2012 [Apex Awards](#), which have opened for entries, are encouraged to attend the free Apex workshops taking place in Cape Town and Johannesburg in November 2011.



Since its inception in 1995, the awards recognise and celebrate the highest standards and achievements of creative and strategic effectiveness in communications campaigns, campaigns that have worked hard to generate a measurable return investment.

To learn more about the entry process, how to compile a winning entry and to hear from some of South Africa's leading marketers from 2012 Apex awards jury who will share what they will be looking for when judging the 2012 Apex awards entries, entrants can attend either of the two presentations

- Cape Town - 15 November 2011 at Ogilvy Cape Town from 1.30-3.30pm
- Johannesburg - 30 November 2011 at TBWA (in the auditorium) from 2-4pm.

Award categories

1. Launch - for brands or services that are less than 12 months old with no significant history of advertising
2. Change - for new campaigns from previously advertised brands, which resulted in significant short-term effects on sales and/or behaviour - short-term being within a period of no more than 18 months
3. Sustain - for campaigns that benefited a business by maintaining or strengthening a brand over a long period, ie 36 months

Odette van der Haar, CEO of the Association for Communication and Advertising (ACA) elaborates, "The adjudication process is stringent, as entrants' case studies are evaluated on whether their campaign contributed to a measured return in their client's bottom line. Therefore, we have extended the scope of the workshops so as to further guide entrants when compiling an Apex case study, which I can confirm is no simple feat."

The timing of the workshops allows agencies enough time to compile their case studies for submission to the ACA by the official deadline of 12 noon on 30 January 2012. Apex is only open to ACA member agencies.

Submission guidelines, entry rules as well as a host of information to assist entrants during the entry process is published online and available for download via the ACA [website](#).

To book a place at the workshops, email apex@aaaltld.co.za.