

## APEX awards now Cape to Cairo

The Advertising Performance Excellence (APEX) awards have just increased in magnitude following a decision by the custodians of the awards, the Association for Communication and Advertising (ACA), to extend entry to the rest of the continent.

Advertisers from the African continent now have an opportunity to enter their work and prove that the campaigns they are creating add to the bottom line. Apex opened for entries on 14 August 2007 and will close on 16 November 2007, giving ample time for agencies to participate.

"We are very excited about this development as this increases the variety and hopefully depth of entrants and marks a new era for the awards which we believe have been growing since inception in 1995," says ACA CEO, Zandile Nzalo.

APEX awards aim to reiterate that the ultimate purpose of embarking on advertising and communications campaigns is to boost profit. More than an advertising award, APEX is a marketing communication award that delves into detail on the strategic input that went into the campaign and provides evidence of the effectiveness of campaigns.

"We want to showcase the diversity of ideas and concepts from our continent which ultimately aid the profitability of our clients. The future of the advertising industry is hinged on proving this," Nzalo said.

The Association of Communication and Advertising (ACA) introduced the Apex Awards in 1995 with the aim of rewarding campaigns that deliver a return on investment to clients. The awards also emphasise on advertising that demonstrates both strategic and creative effectiveness. Apex awards are held biennially. Until now, the awards were only open to the South African advertising and communications community.

Entries for APEX 2008 close on 16 November 2007 and entry forms can be downloaded from the ACA website at [www.acasa.co.za](http://www.acasa.co.za). The Advertising Performance Excellence volumes containing the complete case studies of previous APEX Award winners is essential reading and can be obtained through the ACA. For further information, please contact Pamela Phakisi on +27 11 781-2772 or .