

Ogilvy's winning streak at Apex continues

Even if there were no Golds nor a Grand Prix awarded, for the fourth year in a row (see [2010](#), [2009](#) and [2008](#) results, the Ogilvy Group continued its winning streak at the Apex Awards last night, Thursday, 2 June 2011, held in a large white inflatable tent at St Stithians College, Randburg, Johannesburg.



The Apex Awards reward excellent creative work that has a proven track record of effectiveness, and are regarded as one of the toughest local industry awards to win - and enter. According to a press statement, this year the [Ogilvy Group](#) submitted 18 entries, 26% of the total.

"We are thrilled by the results of this year's Apex Awards, which demonstrate how seriously we, as a group, take communication effectiveness and brand liberation," said Rob Hill, Ogilvy South Africa group managing partner, after the awards.

"Result of an integrated effort"

"Not only are we exceptionally proud to be the leading agency for the fourth year running, we're also proud that the creative, effective work that won last night was the result of an integrated effort across the group's various platforms and disciplines.

Ogilvy South Africa and SABMiller took Silver for long-standing client Castle Lager. The "Standing the test of time" campaign has seen the fortunes of the brand reverse over the last two years, thanks to a simple, back-to-basics integrated strategy that relied heavily on the close work between Ogilvy's multitude of disciplines, including public relations, design and retail specialisation from the likes of Ogilvy PR, Coley Porter Bell (now [Brand Union](#)) and Brand Activation.

The second Silver was awarded to the Ogilvy Cape Town campaign for the VW Polo Vivo launch, which resulted in the replacement of the much-loved Citi Golf being rated as the dominant vehicle in the passenger car market by the end of 2010.

Much-lauded

A further Silver went to the much-lauded Ogilvy Johannesburg '[Selinah](#)' campaign for HIV/Aids relief organisation, the Topsy Foundation, which also picked up a special award for the best entry for a non-profit or charity organisation.

This campaign has crossed borders and transcended cultures and continents, winning a Gold Lion at Cannes, the top spot at the 2011 TED Ads Worth Spreading Challenge, the South African 2010 Creative Circle Film Ad of the Year and, most recently, a One Show Gold. It has also been listed by the Gunn Report as the 12th most-awarded commercial in the world for 2010.



Shamela Letsoalo, Anglo American marketing and sponsorship manager, hands over a Silver Apex in the Sustain category to James Barty from KingJames for the Allan Gray "Proven over Time" campaign.

Along with the Silvers, Ogilvy also picked up two bronze awards for the campaigns for VW Amarok (Ogilvy Cape Town and Ogilvy Interactive) and Cadbury Stimorol Infinity (Ogilvy Cape Town). Coley Porter Bell was also awarded a bronze for the Fairview Trust 'La Capra' campaign.

Said Hill, "Ogilvy's philosophy has always been about great work that works for the brands in our care, and we'd like to thank our clients that worked so closely with us on these entries. We are so very pleased that the TWIN PEAKS culture of effectiveness and creativity that we have cultivated at Ogilvy consistently delivers results that combine these two most basic pillars of good advertising.

"We will continue to give our all to ensuring that David Ogilvy's mantra of 'we sell, or else', is

realised."



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