

Apex quality high this year

The quality of entries in the 2006 Apex Awards improved significantly this year, reaching the highest standards in the competition's history, judges of the coveted advertising awards said. Vega Director and Apex judge, Gordon Cook said the depth with which ad agencies were willing to demonstrate their communication working in the market place shows that the advertising industry is serious about giving clients value for money.

"We are proud to see agencies willingly trying to make links between advertising campaigns and their effectiveness in communicating and changing perceptions," Cook said.

Twelve advertising agencies are vying for the prestigious Apex awards after being short-listed from 47 entries. The companies whose advertising campaigns were selected are from a wide spectrum of industries.

In the Launch category, which looks at brands or services which are new, or have no significant history of advertising, five campaigns have made the cut.

There are four contenders for the Sustain category, which recognizes campaigns that benefited a business by maintaining or strengthening a brand over a longer period.

Meanwhile the Change category saw five entries being short-listed. This category looks at new campaigns from previously advertised brands that resulted in significant short term effects on sales.

Sifiso Falala, Chief Executive of Plus 94 Harris and first time Apex judge, said the spread of agencies that entered the awards signifies the seriousness with which ad agencies regard the Apex awards.

"The quality of entries was impressive with the exception of a few. It was easy to discern the incremental growth which could be ascribed to various campaigns," Falala said.

The Apex Awards were introduced by the Association of Communication and Advertising (ACA) 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.

This year's 47 entries are a record for the awards. The entrants varied from cars to dog food, fragrances to beverages and broadcasting stations to cell phones with most of the entries coming from the motor industry.

Apex judge Andy Rice of Yellowwood Brand Architects, and previous APEX Chairperson said it was good to see that it's not only FMCG that are dominating, but other specialist products from markets that people are not familiar with were also well

represented.

"It is encouraging to see that smaller agencies are beginning to enter the Apex awards in numbers given the capacity and resources needed to put a strong case forward," said Rice.

A total of 12 judges including marketers, media planners, strategists, creatives and media owners make up the judging panel.

The 2006 Apex awards promise to be a huge success with corporates Sappi and SABC showing sponsorship support.

The awards will be held on the 5th April 2006. Bookings for tables for the awards night can be made through the Association of Communication and Advertising; Contact Lia Clayton Tel: +11 781 2772 or email: .

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