

APEX 2010 now on the home straight

 By [Andy Rice](#)

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Well, the judging's finally over, the prize winners have been decided, and 15 or so diligent judges have been sworn to secrecy until the awards are handed out at the gala dinner next week Thursday, 27 May 2010. After many months of planning and organising, [Apex 2010](#) is now on the home straight!

APEX AWARDS

The final judging session was a stimulating affair.

The judges' panel of advertisers, strategists, researchers, creative directors and agency business heads collectively displayed a fund of knowledge that was as deep as it was wide. There's no hiding place for charlatans when it comes to Apex submissions because there's always someone around the judging panel who knows as much about your brand category as you do!

More often than not, the judges spoke with a common voice, agreeing which were the great entries and which were the not-so-good.

But there were a few submissions that really polarised opinions, and this was when the debates really got interesting, with one group of judges calling for the red carpet to be rolled out, while another faction tried to show how the brand in question actually had feet of clay. Eventually, a suitable degree of consensus would be reached, and the panel moved on.

A particularly heartening feature of this year's Apex entries is that they are starting to reflect the ACA's desire to attract all forms of communications campaigns, and not just mainstream advertising. So we found ourselves discussing the merits of packaging design, of sales promotions and of viral campaigns.

If there's a business problem to be solved, and any form of communication helps to do so, then you've got the makings of a successful Apex entry.

We're confident that the Apex awards are well on their way to becoming the preeminent recognition of communications performance. So start thinking 2011 already - the starting pistol goes off the moment the last guest leaves Vodaworld after the gala dinner on the 27th!

ABOUT ANDY RICE

Andy Rice is chairman of Yellowwood Future Architects (www.ywood.co.za) and chair of the 2010 APEX adjudication panel (www.acasa.co.za/apex.aspx).

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