

APEX CATEGORY: LAUNCH			
Award	Campaign	Client	Agency
Gold	Yaris Launch	Toyota	Draft FCB Johannesburg
Bronze	Children's Affinity	Nedbank	Network BBDO
Bronze	Bling It On	Virgin Money	Black River FC
Bronze	Hola 7	Cell C	Network BBDO
Certificate of Commendation	Royco Pour Over Sauces	Master Foods	BBDO Cape Town
APEX CATEGORY: SUSTAIN			
Award	Campaign	Client	Agency
Gold	Savanna - Cider house rules	Distell Ltd	Draft FCB Cape Town
Silver	Home Bru	Exclusive Books	Oglivy Johannesburg
Bronze	Sustaining Cell C	Cell C	Network BBDO
Bronze	Carling Black Label	SAB Miller	Oglivy Cape Town
APEX CATEGORY: CHANGE			
Award	Campaign	Client	Agency
Gold	Audi SA	Audi SA	Oglivy Johannesburg
Gold	Repositioning the Nedbank brand	Nedbank	Network BBDO
Silver	Go - Going to town	MTN	The Jupiter Drawing Room Cape Town
Silver	Streetwise	KFC	Oglivy Johannesburg
Bronze	Twister	KFC	Oglivy Johannesburg
Certificate of Commendation	Further Advance	Standard Bank	TBWA Johannesburg
APEX CATEGORY: CHANGE			
Award	Campaign	Client	Agency
For demonstrating the most ingenious response to limited advertising or research funds	Homebru	Exclusive Books	Oglivy Johannesburg
For the best example of innovative strategic or executional thinking	Tsotsi Stop Piracy Stop Crime	South African Federation Against Copyright Theft (SAFACT)	TBWA
The case best representing uniquely South African Advertising	Hola 7	Cell C	Network BBDO