



APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
Cadbury Dairy Milk - Bubbly	Kraft Foods	Ogilvy Johannesburg	Gold
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Redefining Short-term Insurance	Santam	King James	Bronze
KFC Krushers	Yum! Restaurants International	Ogilvy Johannesburg	Bronze
SARS Personal Income Tax 2012	South African Revenue Service	Draftfcb Johannesburg	Silver
Reinventing Clover's Brand to Gain Market Share	Clover Industries	Joe Public	Gold
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
Castle Lager Superfans	South African Breweries	Ogilvy Johannesburg	Bronze
Toyota Hilux Tough	Toyota South Africa	Draftfcb Johannesburg	Bronze
Carling Black Label	South African Breweries	Ogilvy Cape Town	Silver
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Client	Award
Gender Norms	Johns Hopkins Health & Education SA	Joe Public and Mediology	Bronze The most successful submission for non-profit or charity organisation or cause