



APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
KFC Double Down	Yum! Restaurants	Ogilvy & Mather Johannesburg	Bronze
ABSA Savings and Investments - Depositor Plus	ABSA	The Jupiter Drawing Room Johannesburg	Bronze
Audi A3 Exchange	Audi South Africa	Ogilvy One	Silver
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Rama Switch - Increasing volumes by just adding Rama to your pap	Unilever SA Ltd	Lowe and Partners Johannesburg	Bronze
Nedbank Savvy	Nedbank	Joe Public	Bronze
Wake Up South Africa	Cell C	Ogilvy & Mather Johannesburg	Bronze
Infesting a brand with zits to grow the Benzac A5 brand	Galderma South Africa	The Jupiter Drawing Room Johannesburg	Silver
KFC Add Hope – Faces Of Hope	Yum! Restaurants	Ogilvy & Mather Johannesburg	Silver
Great moments at their greatest	Ster-Kinekor	FoxP2	Gold
The Haven Night Shelter	The Haven Night Shelter	M&C Saatchi Abel	Gold
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
Polo Vivo - Once Launched Never Equalled	VW South Africa	Ogilvy & Mather Cape Town	Silver
FNB Switch - Beating the beep out of beep bank	First National Bank	DDB South Africa	Gold
APEX CATEGORY: GRAND PRIX			
APEX Submission Name	Name of Client	Name of Agency	Award
FNB Switch - Beating the beep out of beep bank	First National Bank	DDB South Africa	Sustain
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Client	Award
The Haven Night Shelter	The Haven Night Shelter	M&C Saatchi Abel	The most successful submission for non-profit or charity organisation or cause
Infesting a brand with zits to grow the Benzac A5 brand	Galderma South Africa	The Jupiter Drawing Room Johannesburg	The entry that demonstrates the most ingenious response to limited advertising or research funds