



APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
one-up!ping the competition	Volkswagen South Africa	Ogilvy & Mather Cape Town	Silver
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Savanna Premium Cider Redefining Normal	Distell Group Limited	FCB Cape Town	Bronze
The Better Gift Challenge	South African National Blood Service	DDB SA	Bronze
1818: Lighting Up Moments to Ignite Sales	Brandhouse Beverages (Pty) Ltd	J Walter Thompson Cape Town	Bronze
"Africa is Absolut"	Pernod Ricard South Africa	NATIVE VML	Silver
iliadin® "Man Flu"	Merck (Pty) Ltd South Africa	Joe Public Ignite	Silver
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
Brothers for Life Medical Male Circumcision Drive	Centre for Communication Impact	Joe Public & Mediology	Bronze
Nedbank Savvy	Nedbank Limited	Joe Public	Silver
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Agency	Award
The Better Gift Challenge	South African National Blood Service	DDB SA	The entry that demonstrates the most ingenious response to limited advertising or research funds
Brothers for Life Medical Male Circumcision Drive	Centre for Communication Impact	Joe Public & Mediology	The most successful submission for non-profit or charity organisation or cause