

APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
Because. It Worked.	Datsun	TBWA\Hunt Lascaris Johannesburg	Silver
Acting on Impulse	Mondelez International	Ogilvy & Mather Johannesburg	Bronze
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Strongbow Fresh Remix	Heineken SA	M&C Saatchi Abel Cape Town	Silver
Vagina Varsity	SCA Hygiene Products SA - Libresse	Net#work BBDO	Bronze
Selling chicken without selling out	Nando's	M&C Saatchi Abel	Bronze
KGA Life 30 Year Promotion	KGA Life	Geometry Global	Silver
No risk is the biggest risk	Jet	Joe Public United	Silver
Ster-Kinekor Open Eyes	Ster-Kinekor	FoxP2	Silver
Doing good is good (for) business	Clover	Joe Public United	Silver
Moms are thinking again about McCain	McCain SA	Joe Public United	Bronze
Somebody Set Me Free	Telkom SA	DDB SA	Gold
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
The Real Democratization of DSTV	MultiChoice	Ogilvy & Mather Johannesburg	Bronze
Sinutab clears the way to YOY double digit growth	Johnson & Johnson	J Walter Thompson Cape Town	Bronze
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Agency	Award
Vagina Varsity	SCA Hygiene Products SA - Libresse	Net#work BBDO	The entry that demonstrates the most ingenious response to limited advertising or research funds