

## ENTRY INSTRUCTIONS

### Please note the following important information:

- All entries must be submitted in the correct format.
- Any entries and/or material submitted in the incorrect format will be automatically disqualified.
- The closing dates for entry and entry fees are as follows:

Early Bird entries submitted on or before:	12H00 on the 12 <sup>th</sup> of March 2018
ACA Members' Discounted Entry Fee:	R3,500 excluding VAT
Non-Members Entry Fee:	R4,999 excluding VAT

Deadline Extension entries submitted on or before:	12H00 on the 23 <sup>rd</sup> of March 2018
ACA Members' Discounted Entry Fee:	R4,350 excluding VAT
Non-Members Entry Fee:	R4,999 excluding VAT

Last Minute Entries – FINAL DEADLINE FOR ENTRY:	12H00 on the 10 <sup>th</sup> of April 2018
ACA Members' Discounted Entry Fee:	R4,750 excluding VAT
Non-Members Entry Fee:	R4,999 excluding VAT

- No entries will be accepted after 12H00 on the 10<sup>th</sup> of April 2018.

- Entries must be submitted in two ways:

(1) Via the ACA website: [www.acasa.co.za/apex.aspx](http://www.acasa.co.za/apex.aspx)

and

(2) Via a CD/DVD or a Memory Stick or a Hard Drive containing a master copy of the entry and supporting documents detailed in point 6. Below, delivered to the ACA office in Johannesburg:  
AAA House, The Braes Office Park, 3 Eaton Avenue corner of William Nicol & Bryanston Drive,  
Bryanston

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## 8 STEPS TO FOLLOW WHEN COMPLETING ALL APEX ENTRIES:

### STEP 1 – Prepare a CD/DVD or Memory Stick or Hard Disk Drive

1. Create a CD/DVD or Memory Stick or Hard Disk Drive with the following folders:
  - Case Study
  - Graphs and Graphics from Case Study
  - Campaign Elements
  - Supporting Documents

### STEP 2 – Name and save the Case Study on the CD/DVD:

1. Name the Case Study of your APEX entry as follows:

The first three letters of your agency name followed by an underscore and the APEX category code i.e. LAU (for launch), SUS (for sustain) or CHA (for change), another underscore and then the campaign name

For example:

**OGI\_LAU\_KFCFAMILYFEAST**

2. Save the Case Study onto the CD/DVD or Memory Stick or Hard Disk Drive in the folder entitled 'Case Study', in two formats:
  - MS Word document (.doc)and
  - Adobe Acrobat PDF (.pdf) – the PDF document file size must not be larger than 5Mb.
3. Test both the MS Word and Adobe Acrobat documents saved onto the CD/DVD or Memory Stick or Hard Disk Drive to ensure that they open correctly and have not corrupted.

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### **STEP 3 – Upload the Case Study via the ACA website:**

1. Make sure the file size of the PDF version of the Case Study is not larger than 5Mb.
2. Upload only the PDF version of the Case Study on to the APEX portal: [www.acasa.co.za/apex.aspx](http://www.acasa.co.za/apex.aspx) on the ACA website.

### **STEP 4 – Save all graphs and images/pictures from the Case Study on to the CD/DVD or Memory Stick or Hard Disk Drive**

1. Make sure all the graphs and images/pictures used in the Case Study in high res, printable format, i.e. each image/picture must be a minimum of 300dpi.
2. Save each image/picture in the folder on the CD/DVD or Memory Stick or Hard Disk Drive entitled 'Graphs and Graphics from Case Study' and name each image/picture file as follows:

The first three letters of your agency name e.g. OGI for Ogilvy followed by an underscore with the APEX category i.e. LAU, SUS or CHA, another underscore with the graph number and another underscore with the campaign name

For example – use the following for graphs:

**OGI\_LAU\_GRAPH1\_KFCFAMILYFEAST**

For multiple files change the description numeric for each graphic or illustration as follows:

**OGI\_LAU\_GRAPH1\_KFCFAMILYFEAST**

**OGI\_LAU\_GRAPH2\_KFCFAMILYFEAST**

**OGI\_LAU\_GRAPH3\_KFCFAMILYFEAST**

For example – use the following for images/pictures:

**OGI\_LAU\_PIC1\_KFCFAMILYFEAST**

For multiple files change the description numeric for each image/picture as follows:

**OGI\_LAU\_PIC1\_KFCFAMILYFEAST**

**OGI\_LAU\_PIC2\_KFCFAMILYFEAST**

**OGI\_LAU\_PIC3\_KFCFAMILYFEAST**

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## **STEP 5 – Save all campaign elements on to the CD/DVD or Memory Stick or Hard Disk Drive**

1. Save all the campaign elements selected to support your entry on to the CD/DVD or Memory Stick or Hard Disk Drive in the folder entitled 'Campaign Elements'.
2. Each file provided to support the entry must be in the correct technical format (see below for all the correct technical specifications) and the file(s) must be correctly named.
3. Please note the following technical specifications for the campaign elements:

### **Print Ads:**

- Minimum 300 dpi printable high resolution Jpeg or PDF
- Each file must be correctly named as follows:

The first three letters of your agency name e.g. OGI for Ogilvy followed by an underscore with the APEX category i.e. LAU, SUS or CHA, another underscore with the print ad number and another underscore with the campaign name

For example:

**OGI\_LAU\_PRINT1\_KFCFAMILYFEAST**

For multiple files change the description numeric for each supporting document and/or campaign element as follows:

**OGI\_LAU\_PRINT1\_KFCFAMILYFEAST**

**OGI\_LAU\_PRINT2\_KFCFAMILYFEAST**

**OGI\_LAU\_PRINT2\_KFCFAMILYFEAST**

### **TVCs, Social Media, Cinema and Outdoor event videos:**

- Each file must be correctly named as follows:

The first three letters of your agency name e.g. OGI for Ogilvy followed by an underscore with the APEX category i.e. LAU, SUS or CHA, another underscore with the ad number and another underscore with the campaign name

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For example:

**OGI\_LAU\_TVC1\_KFCFAMILYFEAST**

or

**OGI\_LAU\_CINEMA1\_KFCFAMILYFEAST**

or

**OGI\_LAU\_OUTDOOR1\_KFCFAMILYFEAST**

- For multiple files change the description numeric for each supporting campaign element as follows:

**OGI\_LAU\_TVC1\_KFCFAMILYFEAST**

**OGI\_LAU\_TVC2\_KFCFAMILYFEAST**

**OGI\_LAU\_TVC3\_KFCFAMILYFEAST**

or

**OGI\_LAU\_CINEMA1\_KFCFAMILYFEAST**

**OGI\_LAU\_CINEMA2\_KFCFAMILYFEAST**

**OGI\_LAU\_CINEMA3\_KFCFAMILYFEAST**

or

**OGI\_LAU\_OUTDOOR1\_KFCFAMILYFEAST**

**OGI\_LAU\_OUTDOOR2\_KFCFAMILYFEAST**

**OGI\_LAU\_OUTDOOR3\_KFCFAMILYFEAST**

- All videos must be edited to a maximum of 5 minutes
- Files must be pro res movie files or MP4 format

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### Radio / Audio files:

- Save each radio/audio file in .wav format and name each file correctly, as follows:

The first three letters of your agency name e.g. OGI for Ogilvy followed by an underscore with the APEX category i.e. LAU, SUS or CHA, another underscore with the ad number and another underscore with the campaign name

For example:

**OGI\_LAU\_RADIO1\_KFCFAMILYFEAST**

or

**OGI\_LAU\_AUDIO1\_KFCFAMILYFEAST**

For multiple files change the description numeric for each supporting campaign element as follows:

**OGI\_LAU\_RADIO1\_KFCFAMILYFEAST**

**OGI\_LAU\_RADIO2\_KFCFAMILYFEAST**

**OGI\_LAU\_RADIO3\_KFCFAMILYFEAST**

or

**OGILVYJHB\_LAU\_AUDIO1\_KFCFAMILYFEAST**

**OGILVYJHB\_LAU\_AUDIO2\_KFCFAMILYFEAST**

**OGILVYJHB\_LAU\_AUDIO3\_KFCFAMILYFEAST**

### STEP 6 – Add the supporting documents to the CD/DVD

1. Download the APEX Entry Form from the ACA website: [www.acasa.co.za/apex.aspx](http://www.acasa.co.za/apex.aspx)
2. Complete the APEX Entry Form and make sure it is signed off by authorized signatories from both the agency and client.
3. Scan the completed and signed off Entry Form and save the electronic copy on to the CD/DVD or Memory Stick or Hard Disk Drive in the folder entitled 'Supporting Documents'.
4. Download the APEX 'Permission to Publish Form' from the ACA website: [www.acasa.co.za/apex.aspx](http://www.acasa.co.za/apex.aspx)

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5. Complete the APEX 'Permission to Publish Form' and make sure it is signed off by authorized signatories from the agency and client as required.
6. Scan the completed and signed off APEX 'Permission to Publish Form' and save the electronic copy on to the CD/DVD or Memory Stick or Hard Disk Drive in the folder entitled 'Supporting Documents'.
7. Add the following documents to the CD/DVD or Memory Stick or Hard Disk Drive in the folder entitled 'Supporting Documents' in MS Word (.doc) format:
  - A press release of no more than 750 words for publishing should the entry win an award
  - A caption of no more than 250 words summarizing the entire campaign and its results
8. Each document must be correctly named as follows:

The first three letters of your agency name e.g. OGI for Ogilvy followed by an underscore with the APEX category i.e. LAU, SUS or CHA, another underscore with the document name and another underscore with the campaign name

For example:

**OGI\_LAU\_PR\_KFCFAMILYFEAST**

or

**OGI\_LAU\_CAPTION\_KFCFAMILYFEAST**

## **STEP 7 – Payment of the entry fees**

1. Make sure the entry fees have been paid to the ACA.

## **STEP 8 – Deliver the CD/DVD to the ACA**

1. Deliver the CD/DVD or Memory Stick or Hard Disk Drive to the ACA office in Johannesburg before the stipulated deadline.
2. Use a reliable courier/postal service to ensure that all entries reach the ACA offices in Johannesburg before the intended deadline.
3. The ACA regrets that there will be **no refunds after the final closing date or for disqualified entries.**

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