

## **THE STRUCTURE OF APEX**

Submissions may be entered into one of the three APEX categories, i.e:

1. LAUNCH category – for brands or services that are less than 12 months old with no significant history of advertising.
2. CHANGE category – for new campaigns from previously advertised brands, which resulted in significant short-term effects on sales and/or behavior – short-term being within a period of no more than 18 months.
3. SUSTAIN category – for campaigns that benefited a business by maintaining or strengthening a brand over a long period, i.e. 36 months.

APEX winners are awarded Gold, Silver and Bronze prizes in each category. In addition, two Special awards may be awarded by the Judges from the submissions entered into the Launch, Change or Sustain categories – they are for:

- The entry that demonstrates the most ingenious response to limited advertising or research funds;
- The most successful submission for non-profit or charity organisation or cause

To allow for consistency of standards across categories, judges may award as many or as few Gold, Silver and Bronze awards as they see fit. An overall Grand Prix *may* be awarded from the Gold award winners - this, when the Judges feel that one entry is worthy of such an accolade.