



APEX CATEGORY: LAUNCH			
Award	Campaign	Client	Agency
No Gold Awarded			
Silver	Vodacom Business - Metro E-Fibre	Vodacom SA	Mesh
Silver	Vivo Launch	Volkswagen SA	Ogilvy CT
Silver	Sonata - Rethink Luxury	Hyundai	The Jupiter Drawing Room CT
Bronze	Amarok	Volkswagen SA	Ogilvy CT & Ogilvy Interactive
Bronze	Stimorol Infinity	Cadbury SA	Ogilvy CT
Bronze	WTF?	Debonairs	morrisjones&co
Bronze	La Capra Wine	The Fairview Trust	Coley Porter Bell
APEX CATEGORY: SUSTAIN			
Award	Campaign	Client	Agency
Silver	Proven Over Time	Allan Gray	King James
Silver	Hansa Pilsner - Special Ingredient	SAB Miller	Lowe Bull/Oil
Bronze	Jacobs Krönung - The Power of the Verwohnaroma	Kraft Foods	JWT Jhb
APEX CATEGORY: CHANGE			
Award	Campaign	Client	Agency
Silver	FNB Flexi Fixed	First National Bank	DDB SA
Silver	Castle Lager - Standing The Taste of Time	SAB Miller	Ogilvy SA
Bronze	"Lunch Bar" Changing The Game With A Name	Cadbury SA	Cadbury SA
Special Award: Most Ingenious use of funds	Behind the Scenes	PNET	4D Euro RSCG
Silver & Special Award: Pro Bono Client	Toppling The HIV/AIDS Stigma	Topsy Foundation	Ogilvy Jhb