



apex awards
2019

APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
Toyota Rush Launch	Toyota SA Motors	FCB Johannesburg	Bronze
Newlands Spring - Not That Newlands	ABInBev	King James Group	Bronze
A Wedding Party of One Million, SA's Biggest Online Wedding	Showmax	Showmax Internal Creative Agency	Bronze
Hatching Nando's E-Chicken	Nando's South Africa	VML South Africa	Bronze
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
IndieFin "Responsible, yet Selfish"	IndieFin	Fox P2	Bronze
Audi Q Range Campaign	Audi South Africa	Ogilvy South Africa	Bronze
When the Craving for Creativity's Got You, It's Got You	Chicken Licken	Joe Public United	Bronze
Can One Extra Swipe be Worth a Billion	Absa	FCB Johannesburg	Bronze
Wimpy Grill Up Fill Up 2018	Wimpy	Fox P2	Bronze
Vodacom Summer	Vodacom	Ogilvy South Africa	Bronze
Get It Back	Castle Milk Stout	Joe Public United	Silver
Mahindra Tough Guys	Mahindra South Africa	Joe Public United	Silver
Wimpy Summer 2018	Wimpy	Fox P2	Silver
Rethink Freedom	Hyundai South Africa	Fox P2	Silver
Taking a Brand Stand	ABInBev	Ogilvy South Africa	Silver
KFC Make A Meal Of It	KFC South Africa	Ogilvy South Africa	Gold
Making them Move to Huggies	Kimberly-Clark	Ogilvy South Africa	Gold & Grand Prix



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APEX CATEGORY: LIFETIME GRAND PRIX			
APEX Submission Name	Name of Client	Name of Agency	Award
FNB Switch - Beating the beep out of beep bank	First National Bank	DDB South Africa	Lifetime Grand Prix
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Agency	Award
Newlands Spring - Not That Newlands	ABInBev	King James Group	The entry that demonstrates the most ingenious response to limited advertising or research funds