

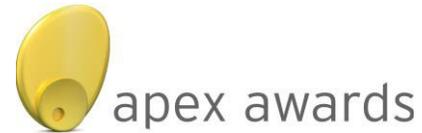
## THE OBJECTIVES OF APEX

APEX aims to:

- 1 Demonstrate that the purpose of communications campaigns is to contribute to business success:  
*Only by being seen as a justified economic activity do marketers and their agency partners, deserve their place in business;*
  
- 2 Encourage the best practices in creating and placing effective campaigns:  
*Successful APEX entries demonstrate how successful brand strategies are conceived, creatively executed and placed in the media;*

Note: APEX encourages, in particular, strategic and creativeness that has been developed locally in South Africa and the broader Africa continent.

- 3 Promote best practices in integrated marketing communications:  
*Good marketing is when advertising and other types of marketing expenditure work together to mutual enhancement. APEX is not just an award for 'advertising' as defined in the strict, classical, textbook sense – it is an award for campaigns that best demonstrate just how effectively "paid for marketing communication" works;*
  
- 4 Ensure the future of the communication and advertising profession by becoming accountable:
  - *If the very reason for advertising is being challenged more and more by the business world, if more and more money is being invested in other than paid for marketing communication, then a great responsibility rests on the communication and advertising profession to educate the business world as to how effective campaigns add value to business financially;*



- *APEX can be used by Marketers and their agency partners to demonstrate accountability and to prove that a relevant communication mix: advertising, packaging, direct marketing, sales promotion public relations and sponsorship excluding the effects of other key but non-communications elements such as formulation, price, distribution, overall market growth, seasonality or competitive activity (or lack of it) can be responsible for a brand's achievement.*
- 5 Encourage the production and execution of communications campaigns that add value beyond sales:  
*Accountability = Results, whether in terms of a pure commercial objective or whether a campaign aims to have a significant impact on audience knowledge or attitudes. Marketers and their agency partners have to stay relevant, not only to the business community, but also to Government and other public service institutions that need to educate or develop mass audiences in South Africa's multicultural society.*
- 6 Accumulate a databank of case history material:  
*Winning case studies are recorded in the APEX case study books in order to maximize the sharing of learning across the advertising and communications profession.*