



apex awards
2010

APEX CATEGORY: LAUNCH			
Award	Campaign	Client	Agency
No Gold Awarded			
Silver	McDonalds Breakfast	McDonalds	DDB South Africa
Silver	Packaging Redesign	Fairview Cheese	Coley Porter Bell SA
Silver	Stimorol 3-Piece	Cadbury SA	Ogilvy Cape Town
Silver	Discovery 4 Launch	Land Rover	Wunderman
Bronze	UN EP Finance Consider Us	UN Sustainability Forum Cape Town	Zoom Advertising
Bronze	Bushmills Bromotion	Brandhouse	The Jupiter Drawing Room Cape Town
Bronze	WWF SA Earth Hour 'The power of one hour'	WWF SA	Saatchi & Saatchi
Bronze	VW New Golf	Volkswagen SA	Ogilvy Cape Town
APEX CATEGORY: SUSTAIN			
Award	Campaign	Client	Agency
Gold	KFC Finger Lickin' Great	KFC	Ogilvy Johannesburg
Silver	DStv Compact 'Making less so much more'	MultiChoice	Ogilvy Johannesburg
Bronze	Sustaining growth in a mature market	Tracker	Joe Public
APEX CATEGORY: CHANGE			
Award	Campaign	Client	Agency
Gold	Trillion Dollar	The Zimbabwean	TBWA\Hunt\Lascaris Johannesburg
Silver	Mrs Balls Chutney	Unilever	DDB South Africa
Silver	KFC Hope	KFC	Ogilvy Johannesburg
Silver	Innox Neck & Bust 'Show it off'	Innox	Morris Jones
Silver	Goodbye Citi	VW SA	Ogilvy Cape Town
Bronze	David vs the Goliaths	Capitec Bank	Net#work BBDO Cape Town
Bronze	Lunch Bar Relaunch	Cadbury SA (which submitted the campaign)	Publicis



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Award	Campaign	Client	Agency
The most ingenious response to limited advertising or research funds	Trillion Dollar	The Zimbabwean	TBWA
The most successful submission for non-profit or charity organisation or cause 21 Awards	WWF SA Earth Hour 'The power of one hour'	WWF SA	Saatchi & Saatchi