



apex awards  
2012

APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
FRANK.NET	FRANK.NET (Pty) Ltd	FoxP2	Gold
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Drive Dry – they'd love to meet you	Brandhouse Beverages (Pty) Ltd	FoxP2	Bronze
Carling Black Label Cup	SAB Miller	Ogilvy Cape Town	Bronze
FNB Switch	First National Bank	DDB South Africa	Bronze
Man1.Rest of World Zero	KFC	Ogilvy Johannesburg	Silver
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
Tropika : Taking a Stagnated Brand to the Next Level	Clover SA	Joe Public	Bronze
Add Hope	KFC	Ogilvy Johannesburg	Silver
Hunter's Refreshed	Distell	140 BBDO	Gold
APEX CATEGORY: GRAND PRIX			
APEX Submission Name	Name of Client	Name of Agency	Award
Hunter's Refreshed	Distell	140 BBDO	Sustain
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Client	Award
Drive Dry – they'd love to meet you	Brandhouse Beverages (Pty) Ltd	FoxP2	Change