



apex awards  
2014

APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
KFC Double Down	Yum! Restaurants	Ogilvy & Mather Johannesburg	Bronze
ABSA Savings and Investments - Depositor Plus	ABSA	The Jupiter Drawing Room Johannesburg	Bronze
Audi A3 Exchange	Audi South Africa	Ogilvy One	Silver
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Rama Switch - Increasing volumes by just adding Rama to your pap	Unilever SA Ltd	Lowe and Partners Johannesburg	Bronze
Nedbank Savvy	Nedbank	Joe Public	Bronze
Wake Up South Africa	Cell C	Ogilvy & Mather Johannesburg	Bronze
Infesting a brand with zits to grow the Benzac A5 brand	Galderma South Africa	The Jupiter Drawing Room Johannesburg	Silver
KFC Add Hope – Faces Of Hope	Yum! Restaurants	Ogilvy & Mather Johannesburg	Silver
Great moments at their greatest	Ster-Kinekor	FoxP2	Gold
The Haven Night Shelter	The Haven Night Shelter	M&C Saatchi Abel	Gold
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
Polo Vivo - Once Launched Never Equalled	VW South Africa	Ogilvy & Mather Cape Town	Silver
FNB Switch - Beating the beep out of beep bank	First National Bank	DDB South Africa	Gold
APEX CATEGORY: 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	Sustain
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Client	Award
The Haven Night Shelter	The Haven Night Shelter	M&C Saatchi Abel	The most successful submission for non-profit or charity organisation or cause