

APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
Garagista Anti-Hipster Campaign	Garagista Beer Company	FoxP2	Bronze
Canine Cuisine – For dogs with really good taste	FoodCorp	Joe Public and Mediology	Bronze
KFC – Discover Life – Discover the Crunch	Yum! Restaurants International	Ogilvy & Mather Johannesburg	Silver
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
One Rand Man	Sanlam	King James Group	Bronze
Aromat – Chasing 53 Million Eggs	Unilever	DDB South Africa	Bronze
KFC Ka-Ching	Yum! Restaurants International	Ogilvy & Mather Johannesburg	Bronze
1Life – Putting Life back into 1Life	1Life	House of Brave	Silver
FNB ATM Switch	First National Bank	Gloo and Ogilvy & Mather Johannesburg	Gold
Get me to 21	The Organ Donor Foundation	Lowe + Partners Cape Town	Gold
APEX CATEGORY: SUSTAIN			
APEX Submission Name	Name of Client	Name of Agency	Award
FOMO – Great moments at their greatest continued	Ster-Kinekor Theatres	FoxP2	Silver
Fast growth for Slow-Mag since changing lanes during 2012	Merck Pharmaceuticals	OIL @ Lowe + Partners Johannesburg	Silver



apex awards

2015

Name			
Get me to 21	The Organ Donor Foundation	Lowe + Partners Cape Town	The most successful submission for non-profit or charity organisation or cause
FNB ATM Switch	First National Bank	Gloo and Ogilvy & Mather Johannesburg	The entry that demonstrates the most ingenious response to limited advertising or research funds