

APEX CATEGORY: LAUNCH			
APEX Submission Name	Name of Client	Name of Agency	Award
Audi Q2 #untaggable	Audi South Africa	Ogilvy & Mather Cape Town	Silver
Carling Black Label #NoExcuse	ABInBev	Ogilvy & Mather Cape Town	Bronze
KFC Taking Back Lunch	Yum! Restaurants International	Ogilvy & Mather Johannesburg	Bronze
APEX CATEGORY: CHANGE			
APEX Submission Name	Name of Client	Name of Agency	Award
Thinking Outside the Cot	Edcon : Jet Division	Joe Public United	Silver
Cadbury P.S. 2.0	Mondelez International	Ogilvy & Mather Johannesburg	Silver
Question Your Bank	First National Bank	FoxP2	Bronze
Neurobion® Marketing the Unmarketable	Merck (Pty) Ltd South Africa	Ogilvy & Mather Johannesburg	Bronze
Amarula: Made from Africa - bringing back an old favourite	Distell Group Limited	FCB Cape Town	Silver
Sanlam Uk'Shona Kwelanga	Sanlam	King James	Gold
David vs. Goliath – A rebel with a noble cause	10X Investments	M&C Saatchi Abel	Bronze
NSPCA Dog Fight	NSPCA	Grey South Africa	Bronze
APEX CATEGORY: SPECIAL AWARD			
APEX Submission Name	Name of Client	Name of Agency	Award
NSPCA Dog Fight	NSPCA	Grey South Africa	The entry that demonstrates the most ingenious response to limited advertising or research funds