

SUBMISSION GUIDELINES

ALL ENTRIES MUST BE SUBMITTED IN THE CORRECT FORMAT. ANY MATERIAL SUBMITTED IN THE INCORRECT FORMAT WILL AUTOMATICALLY DISQUALIFY THE RESPECTIVE ENTRY.

THE CLOSING DATE IS 12H00 1 FEBRUARY 2010.

Please note that the format for entry submission is designed to make APEX entry easier and more cost effective.

Entries must be submitted in two ways:

- a. Online via the ACA website: www.acasa.co.za

and

- b. On CD or DVD

The following instructions apply to all APEX submissions:

1. NAMING YOUR SUBMISSION FILES

Name the Case Study file of your APEX submission as follows:

Your agency name followed by the APEX category i.e. LAUNCH, SUSTAIN or CHANGE, an underscore then the description, e.g. CASESTUDY, another underscore and then the campaign name

For example:

OGILVYJHB_LAUNCH_CASESTUDY_KFCFAMILYFEAST

2. FILE FORMATS FOR SUBMISSIONS AND SUPPORTING MATERIAL

All entries must be uploaded on the ACA website and delivered to the ACA offices by no later than 12H00 on 1 February 2010.

No late submissions will be allowed.

STEP 1: Online entry - all Case Studies must be uploaded via the ACA website:
www.acasa.co.za in compressed PDF format of **no larger than 5MB in size.**

Only the case study document of each entry is to be uploaded.

STEP 2: CD / DVD submission - in order to maintain an archive of your entries, for the awards ceremony and for printing of the APEX Case Study Book, one separate CD or DVD must be submitted to the ACA offices located at:

1st Floor Bond Street Centre
Corner Bond Street and Bram Fischer Drive (old Hendrik Verwoerd Drive)
Kensington B
Randburg

The CD / DVD must contain the following separate folders:

FOLDER 1 – CASE STUDY:

The Case Study of your entry in MS Word.doc format and correctly named as follows:

Your agency name followed by the APEX category i.e. LAUNCH, SUSTAIN or CHANGE, an underscore then the document description, e.g. CASESTUDY, another underscore and then the campaign name

For example:

OGILVYJHB_LAUNCH_CASESTUDY_KFCFAMILYFEAST



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FOLDER 2 – GRAPHIC ILLUSTRATIONS:

All graphic illustrations contained in Case Study must be of high resolution - a minimum of 300dpi, Jpeg and correctly named as follows:

Your agency name followed by the APEX category i.e. LAUNCH, SUSTAIN or CHANGE, an underscore then the graphic description, another underscore and then the campaign name

For example:

OGILVYJHB_LAUNCH_GRAPHIC1_KFCFAMILYFEAST

For multiple files change the description numeric for each graphic or illustration as follows:

OGILVYJHB_LAUNCH_GRAPHIC1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_GRAPHIC2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_GRAPHIC3_KFCFAMILYFEAST

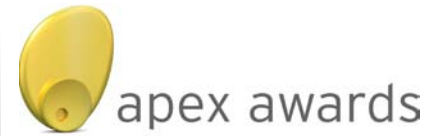
FOLDER 3 – SUPPORTING MATERIAL / CAMPAIGN ELEMENTS:

Any other supporting material and/or campaign elements in the required format and correctly named as follows:

Print:

- Maximum image size must fit inside 200mm x 200mm box
- Minimum 300dpi resolution
- High resolution Jpeg, or Photoshop files acceptable (e.g. psd, tiff, pdf)
- Each file must be correctly named as follows:

WHERE GREAT IDEAS CREATE GREAT RESULTS
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www.acasa.co.za



Your agency name followed by the APEX category i.e. LAUNCH, SUSTAIN or CHANGE, an underscore then the supporting material/campaign element description, another underscore and then the campaign name

For example:

OGILVYJHB_LAUNCH_PRINT1_KFCFAMILYFEAST

For multiple files change the description numeric for each supporting document and/or campaign element as follows:

OGILVYJHB_LAUNCH_PRINT1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_PRINT2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_PRINT2_KFCFAMILYFEAST

TV, Cinema and Outdoor events:

- All entries must be edited to a maximum of 5 minutes
- Digital formats – PAL OR NTSC
- Commercials must be cut to length (no clock or freeze) with 1 second of black at the start of the commercial. Audio peak at -6dB (Digital Full Scale)
- MPEG-2 Program Stream (Video and Audio in 1 file)

Video Codec: PAL 720 x 576 or NTSC 720 x 480

Aspect Ratio: 4:3

Frame Rate: PAL 25fps or NTSC 29.97fps

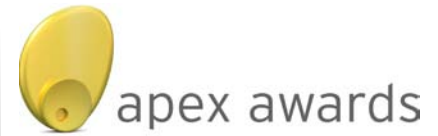


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Bit Rate: Total bit rate should not exceed 10Mbps (Total Bit Rate = Peak Video Bit rate + Audio Bit rate.)

Video: MP@ML 4:2:0 9Mbps (Constant Bit Rate or Variable Bit Rate)

Audio: MPEG-2 192kbps to 256kbps or AC3 192kbps to 256kbps or linear PCM

Audio: 48 kHz, 16bit, Stereo

High Quality Quick-Time File

Video Codec: Any high quality codec (Sorenson Video 3 or MPEG-4)

Frame Size: PAL 720 x 576 or NTSC 720 x 480

Aspect Ratio: 4:3

Frame Rate: PAL 25fps or NTSC 29.97fps

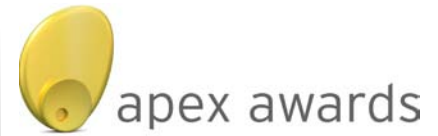
Bit Rate:

Video: A bit rate that will produce high quality video (at least 4Mbps)

Audio: A bit rate that will produce high quality audio (at least 128kbps)

Audio: 48kHz, 16 bit, Stereo

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Each file must be correctly named as follows:

Your agency name followed by the APEX category i.e. LAUNCH, SUSTAIN or CHANGE, an underscore then the material description, another underscore and then the campaign name

For example:

OGILVYJHB_LAUNCH_TVC1_KFCFAMILYFEAST

or

OGILVYJHB_LAUNCH_CINEMA1_KFCFAMILYFEAST

or

OGILVYJHB_LAUNCH_OUTDOOR1_KFCFAMILYFEAST

For multiple files change the description numeric for each supporting campaign element as follows:

OGILVYJHB_LAUNCH_TVC1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_TVC2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_TVC3_KFCFAMILYFEAST

or

OGILVYJHB_LAUNCH_CINEMA1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_CINEMA2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_CINEMA3_KFCFAMILYFEAST

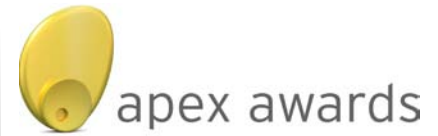


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or

OGILVYJHB_LAUNCH_OUTDOOR1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_OUTDOOR2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_OUTDOOR3_KFCFAMILYFEAST

Radio / Audio-Based

- Accepted file formats for Radio entries - no other formats will be accepted:

File type: PCM WAV (data file should be named/labeled per the naming instructions detailed above)

Sample Rate: 48 kHz

Bit Resolution: 16 bit

Channels: Stereo

Peak level: 6db (Digital Full Scale)

Duration: The file should be the correct duration with NO AUDIO CODE UPFRONT

- Each file correctly named as follows:

Your agency name followed by the APEX category i.e. LAUNCH, SUSTAIN or CHANGE, an underscore then the description e.g. Radio1, another underscore and then the campaign name

For example:

OGILVYJHB_LAUNCH_RADIO1_KFCFAMILYFEAST

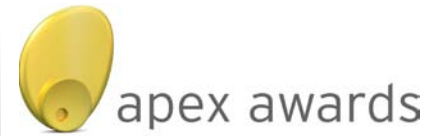


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or

OGILVYJHB_LAUNCH_AUDIO1_KFCFAMILYFEAST

For multiple files change the description numeric for each supporting campaign element as follows:

OGILVYJHB_LAUNCH_RADIO1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_RADIO2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_RADIO3_KFCFAMILYFEAST

or

OGILVYJHB_LAUNCH_AUDIO1_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_AUDIO2_KFCFAMILYFEAST

OGILVYJHB_LAUNCH_AUDIO3_KFCFAMILYFEAST

3. DOCUMENTS TO ACCOMPANY SUBMISSIONS

The following must accompany your submission when delivered to the ACA:

1. The 'Permission to Publish Form' completed in full and signed off as required
2. A press release of no more than 750 words for publishing should the entry win an award
3. A caption of no more than 150 words summarizing the entire campaign and its results
4. Proof of entry fee payment in the correct amount.

The ACA regrets that there will be no refunds after the closing date or for disqualified entries.