

Judges Testimonial

Enzo:

- Your expectations of the APEX
My expectation is that the APEX awards will confirm what us marketers have long known and shouted from the rooftops.....great campaigns drive business forward! Which means we can all keep our jobs for another year?
- Why the APEX are important
These awards are really important because they are a measurement of the sole reason that marketing and advertising exist- to drive consumer demand. These awards are the only awards that assess the effectiveness of advertising to do this. In essence they're a validation for the existence of the industry
- Your view on the APEX
They should be the sole barometer for commercial endeavours in marketing & advertising

Charles:

APEX is arguably the most important South African advertising award, based as it is on demonstrable sales effectiveness. As MD of a major research company, whose expressed aim is to identify brand strategies that will build brands, growing and enhancing their ROI, I am extremely pleased to be a part of this judging committee. In these times of global turmoil, when marketing budgets will be under ever increasing scrutiny, to be exposed to some of the best cases of South African success will be of immense value to my learning and, hopefully, ultimately for my clients and organisation.

Our Millward Brown experience of what makes for brand success in good times and bad is drawn from around the world, but time and again we have found that experiences from the South African market have often proved invaluable to global marketers. I expect that the experience will allow me to tap into an additional range of insights and contribute to the global understanding of what makes brands successful across all markets.

Ivan

I expect the ever increasing quality and quantity of entries that raise the profile of communication as a business tool to continue. The old debate of the role of advertising in achieving marketing and business objectives will continue to rage on due to the plethora of communication in the market and more importantly, the subjectivity of the discipline. Advertising is the most visible part of marketing and thus continues to have a fundamental impact on how the larger marketing discipline is perceived by the public and key decision makers in business. So recognition, acknowledgement and the reward of the kind of campaigns that demonstrate the power of this important part of marketing in making a difference to the bottom line is crucial. This makes the APEX awards very important to the marketing fraternity as a whole. Being in advertising has key benefits i.e. you are part of the creative, high profiled, fun part of a business. However this comes at a price i.e. the perception that the industry is an expense, has no substance, it is financially irresponsible,

and is nothing more than a nice to have, especially in tough economic times. Unfortunately the industry does continue to produce some work for “those in the know”, “the cool ones” and “the ones that get it” which only perpetuates the misconceptions about advertising and to an extent marketing. It is encouraging that the industry is talking to itself at the moment regarding earning back the respect of the business fraternity. The more harming campaigns are the ones that are highly creative but are nothing more than a self indulgent exercise for those involved, including the clients that have approved the work. These campaigns undermine the key aspect of **sustainable** and effective communication, i.e. creativity. With so many other local and international awards celebrating and rewarding creativity, APEX plays a vital role in balancing the scales by demonstrating the impact of this creativity in ultimately helping to deliver business results. With great campaigns, creativity and effectiveness are two sides of the same coin, rather than mutually exclusive as perceived by observers and perpetuated by some practitioners