

# Apex 2014 jury selected

The jury panel for the Apex Awards has been selected for the 2014 awards. It is made up of experts from various disciplines within the business of advertising and communications including research, strategy, media, creative direction, marketing and digital.



Judges will be scrutinising the case studies of each submission for campaigns that broke through the clutter, had extensive reach and communicated via relevant mediums to reach and resonate with desired target audience. The rigorous adjudication process spans three rounds when submissions will be judged against specific criteria including rigour, degree of difficulty, clarity of evidence, compelling case and insight.

## What the judges are looking for

Vice-chairman of the jury and CEO of TBWA\Hunt\Lascaris, Ivan Moroke says, "The awards celebrate the power of the profession to deliver business results. We are looking for the relationship between creativity and effectiveness; the two are not mutually exclusive but two sides of the same coin. We want admissions that demonstrate loyalty to brand value and effectively taken across consumer groups. We are looking for campaigns that exceeded objectives and went beyond them."

"We want to see how agencies effectively contributed to their clients businesses and to the success of a brand. We want admissions that are a clear demonstration of the vital role that effective advertising and marketing communications play in business sector," adds Richard Stewart, MD of Millward Brown.

Name of Judge	Designation	Company
Ahmed Tilly	Executive Creative Director	Black River FC
Ana Carrapichano	Group Managing Director	Mediology
Andy Rice	Chairman	Yellowwood
Ayanda Mbanga	Deputy CEO	Saatchi & Saatchi
Boniswa Pezisa	Group MD	Network BBDO
David Blyth	Group MD	Yellowwood
Doug Place	Marketing Executive	Ster Kinekor Theatres
Enzo Scarcella	Chief Marketing Officer	Telkom
Fran Luckin	Executive Creative Director	Quirk Johannesburg
Gareth Leck	CEO	Joe Public
Haydn Townsend	Chairman	Blk Ops
Ivan Moroke	CEO	TBWA\Hunt\Lascaris
Jarred Cinman	Managing Director	Native
Jenny Moore	Business Solutions Director	KLA
Jeremy Sampson	Group Executive Chairman	InterbrandSampson
Lethedu Matshaba	Marketing Director: Personal Care	Unilever
Malusi Thu	CEO	BFG Consulting
Maria Phillips	CEO	Mindshare
Mariana O'Kelly	co-Executive Creative Director	Ogilvy Johannesburg
Michael Cathie	Chief Marketing Officer	Nandos
Mimi Nicklin	Strategic Director	34
Neil Higgs	Senior Advisor & Head of Innovation	TNS South Africa
Odette van der Haar	CEO	ACA
Richard Stewart	Managing Director	Millward Brown South Africa
Rob McLennan	Creative Founder	King James II
Sean Clarke	Operations Director	The Media Shop
Sizakele Marutlulle	CEO	Moonchild
Virginia Hollis	Managing Director	Magnetic Connections

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