

Attendees' opinions unveiled, part 1

 By Leigh Andrews

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So many agencies, so many award shows, so many opinions. Here's what some of the representatives who are set to attend next week's 20th APEX awards Gala evening are hoping to see, and why they feel it's not an easy award to win...

Ever seen ACA CEO, Odette Van der Haar doing aerial acrobatics in a satin ball gown? Neither have we, but it's high on the wish-list of one of next week's APEX awards attendees - Rita Doherty, Group Strategic Director for FCB in particular. We asked Doherty for more insights; as well as fellow attendees Matt Riley, Group Planning Director for BBDO South Africa; and Doug Place, Marketing Executive of Ster-Kinekor Theatres.



Doherty, Riley, Place

■ 1. Sum up your views on the state of local advertising and communication in a sentence...

Doherty: Lots of dreary advertising (sad face). A few shining lights (happy face).

Riley: In tough operating conditions, we need more brave marketers to understand and value creativity as an economic multiplier. And a return to centralised agency models to get greater efficiencies and impact for these brave clients.

Place: Now more than ever, advertising has to give account of its critical role in delivering a business result and not just a suite of softer brand measures.

■ 2. There are so many industry awards, local and global, what makes the APEX awards stand out for you?

Doherty: It's about work that works!

Riley: It's incredibly rigorous, and judged by industry leaders, both agency and client side.

Place: The APEX awards represent the high watermark in advertising and marketing effectiveness, and their critical roles in delivering business performance. The fact that so few medals are awarded relative to other competitions is testament to how great marketing is an increasingly rare discipline and an increasingly important one in today's tough economy.

■ 3. *What do you expect from the Gala night?*

Doherty: I hope to see Odette doing aerial acrobatics in a satin ball gown...

Riley: I never expect any awards. It's too damn difficult to win, let alone be shortlisted!

Place: A genuine celebration of great marketing and not just great creativity. I expect there will be many 'Aha' moments as marketers from across the economic spectrum learn from campaigns big and small, which can further hone their marketing skills as a business discipline.

[Click here](#) for a refresher on how the ACA APEX awards truly prove local communication effectiveness and excellence...

ABOUT LEIGH ANDREWS

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