

DDB wins gold at the Apex Awards

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"An idea can turn to dust or magic, depending on the talent that rubs against it." - Bill Bernbach

DDB won another gold at the Apex Awards for advertising effectiveness, notably also the only gold that was awarded on the evening and making it the first gold to be awarded in two years. That makes it ten wins in nine years. Which makes them, per capita, by far the most effective creative agency in the country. The talent that rubs against the idea at DDB is the most effective in the country.



The campaign that won gold increased the revenue of our client by over 50% in six months. It executed a disruption strategy that made consumers question the status quo of the industry and, for the first time, really take a serious look at the client's offering in the hope of being set free from remaining a hostage to a service that was designed to confuse. The result was 665% more new customers than what the client-set objective was.

The incredible achievement is testament of the smart but also hard work of the DDB team and they expect to see many more in the future.

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