

Apex Awards jury announced

The annual Apex Awards, hosted by the Association for Communication and Advertising (ACA), recognise and celebrate communications campaigns' performance excellence that have contributed tangibly to client's business and bottom line.



As with previous years, the 2017 edition of the awards sees an adjudication panel made up of people from various disciplines, including strategy, digital, creative, research, media and marketing as well as agency heads to judge the 'work that works'.

Judges will be looking for campaigns that disrupted the clutter, had extensive reach and communicated via mediums that resonate with the desired consumer. The adjudication process spans three rounds, during which submissions are judged against specific criteria including rigour, degree of difficulty, clarity of evidence, compelling case and insight.

Judges

| JUDGE | DESIGNATION | COMPANY |
|---------------------|--|-----------------------------|
| Ana Carrapichano | group managing director | Mediology |
| Bridget Johnson | consulting executive creative director | Wick Consulting |
| Daniel Naidoo | director interactive | Gendel Interactive |
| Doug Place | chief marketing officer | Nando's |
| Elizabeth Lee Ming | executive director: strategy and digital | TBWA |
| Elouise Kelly | head of marketing | SABC |
| Gareth Leck | group CEO | Joe Public |
| Ivan Mroko | CEO | Co-Currency |
| Katlego Moutlana | head of strategy | Mortimer Harvey |
| Lwandile Qokweni | chief strategic officer | MEC Global |
| Marlin van Noie | creative partner | Sugar Ray Leonard (SRL+SCC) |
| Mike Jones | head of strategy | Native VML |
| Natalie Otte | head of brand | Kantar Millward Brown |
| Neil Higgs | independent consultant | Retired ex TNS Global |
| Odette van der Haar | CEO | ACA |
| Priniven Pillay | independent strategist | |
| Roxy Maqache | group business insights executive | Tiger Brands |
| Sbu Sitole | creative director | The Odd Number |
| Sharon Keith | marketing director | Coca-Cola |
| Thabang Ramogase | CEO | Mindshare |
| Thabang Skwambane | managing director | FCB, Johannesburg |
| Tshego Tshukutswane | insight director | Co-Currency |
| Veli Ngubane | chief creative officer | Avatar |
| Virginia Hollis | managing director | Magnetic-Connection |

"Apex affirms the credibility and the value of creativity in business activity. The awards, and more specifically, the results attained by the communications campaigns affirm our professions' contribution to business success. They add and reinforce credence in the profession and affirm its contribution to the broader economy and business success," says Odette van der Haar, CEO of ACA.

The 2017 Apex awards are hosted by the ACA with sponsors Kantar Millward Brown, Liberty Life and Unilever. For more

information, click [here](#).

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