

All the winners!

The ACA announced the winners of its 2016 awards for advertising effectiveness at an award ceremony at the Ivory Auditorium at The Forum on The Campus in Bryanston on 7 July 2016.



#APEX2016 judges

The Association for Communication and Advertising (ACA) also held an inaugural Master Class earlier in the day, which included speaker sessions from the likes of [Enver Groenewald](#), CCM director at Unilever; [Alistair King](#), CCO at King James; and Dawn Klatzko, independent consultant, executive and business coach.

International keynote speaker at the APEX award ceremony that night was Marc de Swaan Arons, CMO of Vermeer. He focused on the importance of [insights over big data](#).

The 2016 APEX award winners were as follows:

A Launch Silver APEX award went to Ogilvy Cape Town for its work for client Volkswagen.

A Change Bronze APEX award went to FCB Cape Town for client [Savanna](#).

A Change Bronze APEX award went to JWT Cape Town for [1818](#) for client Brandhouse.

A Change Silver APEX award went to NATIVE for its [Absolut Vodka](#) campaign for Pernod Ricard.

A Change Silver APEX award went to Joe Public Ignite For Merck Iliad's '[Man Flu](#)'.

A Sustain Bronze APEX award went to Joe Public United for its [medical male circumcision](#) campaign for Mediology.

A Sustain Silver APEX award went to Joe Public United for client [Nedbank](#).

The Millward Brown award for a campaign with limited funds went to DDB South Africa for '[the better gift challenge](#)' for client SA National Blood Service.

The Alexander Forbes award also went to Joe Public United for its [medical male circumcision](#) campaign for Mediology.

[Click here](#) for more information, or follow the [#APEX2016](#) hashtag.

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