

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](#).

For more, visit: <https://www.bizcommunity.com>