

Apex Awards 2010

The Apex Awards promote greater accountability in the industry by rewarding campaigns that work, sell and resonate in the minds of their target audiences



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Ogilvy was king of the Apex Awards, with Ogilvy Johannesburg scoring the Apex Grand Prix, one Gold and two Silvers, and Ogilvy Cape Town two Silvers and two Bronzes. Special awards went to Saatchi & Saatchi and to TBWA\Hunt\Lascaris Johannesburg for its Trillion Dollar campaign.

The list of winners tells a tale of a year in which campaigns had to be truly exceptional to overcome the challenges

presented by a global recession, according to the organisers.

The 2010 Apex Awards, tickets for which sold out a week before the white tie event, took place at the Vodadome, Vodaworld, in Midrand, Gauteng. Comedian and ventriloquist Conrad Coch had the audience of advertising professionals, industry captains, key stakeholders from Government and the media.

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