

Video interviews from the Apex masterclass

We interviewed a number of speakers for a summary of their talks at the Apex masterclass yesterday. The event was held at the Sandton Convention Centre, followed by the awards ceremony.

Brett St Clair, head of digital product management at Barclays Africa:

Gareth Cliff, president of Cliffcentral.com:

Justin Spratt, head of business, sub-Saharan Africa, Uber:

Luke Mckend, country director, Google South Africa:

Natalie Botha, director, creative development, Africa & Middle East, Kantar Millward Brown:

We wrapped up with Odette van der Haar, CEO of the Association for Communication and Advertising (ACA), who shared more about the history of the Apex Awards and what makes the Award different from a 'creative award'. "An Apex award is evidence of an agency's ability to be strategically and creatively effective. It proves beyond doubt that the agency has made a meaningful contribution to return on marketing investment. As a result, winners of an Apex award are true leaders within the profession, flying the flag high so that the entire industry may benefit."

For more, click through to our [winners article](#) and [gallery](#).

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