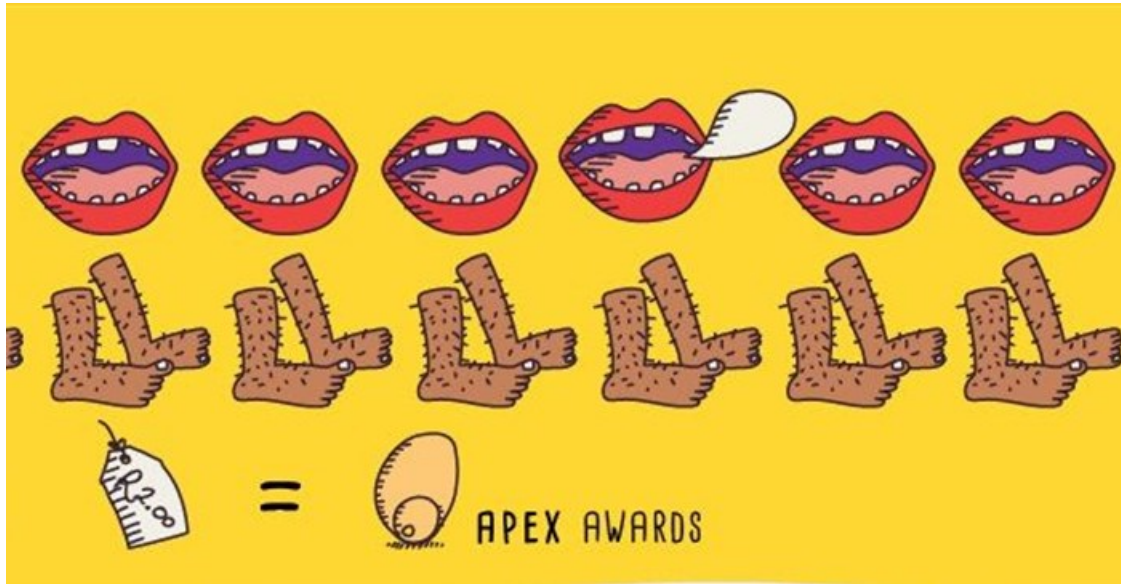


Apex Awards announces 2019 jury

The Apex Awards has announced its jury for the 2019 competition.



The 2019 Apex Awards judges is tasked with the significant responsibility of combing through entries to identify and award the 'work that works'.

Since inception by the ACA in 1995, the Apex Awards has been the profession's highest – and only – award for communications campaign performance excellence in an industry that is constantly refining and redefining creativity.

The jury will be screening entries for campaigns that rose above the clutter, had extensive reach and communicated via mediums that delivered on campaign objectives. The rigorous 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.

"Winning an Apex award delivers evidence of the profession's contribution to business success. It reinforces the value we provide as an industry and affirms our contribution within the context of the broader economy. This heavyweight adjudication panel is entrusted with identifying and bringing to the fore those campaigns that truly delivered on brand objectives and impacted the bottom line," says Mathe Okaba, CEO of the Association of Communications and Advertising (ACA)

Apart from being an essential business tool that affixes value to credentials for agencies, marketers and leading brands, winning an Apex award is a definitive demonstration that great ideas generate great results.

Apex recognises the creative work that worked; the campaigns that manifested effectiveness in creativity that extends beyond words and pictures to creative intellect and intellectual property that is the currency of the profession.

The 2019 Apex Awards jury:

Judge	Designation	Company
Ivan Mbroke	Chief executive officer	Kantar, Insights Division
Gareth Leck	Group chief executive officer	Joe Public United
Mathe Okaba	Chief executive officer	ACA
Ana Carrapichano	Group managing director	Mediology
Daniel Naidoo	Director	Gendel Interactive
Fran Luckin	Executive creative director	Grey SA
Ismail Jooma	Head of strategy	VML
Jason Harrison	Managing director	M&C Saatchi Abel
Kagiso Musi	Group managing director	Meta Media
Katlego Mbutlana	Head of strategy	Mortimer Harvey
Leigh Tayler	Strategic director	Joe Public United
Lwandile Qokweni	Chief strategic officer	MEC Global
Mck Blore	Chief executive officer	Wolves
Natalie Botha	Creative development director	Kantar, Insights Division
Neil Higgs	Independent consultant	Retired ex TNS Global
Refilwe Maluleke	Managing director	Yellowwood
Roxy Maqache	Chief executive officer	Desert Arabia
Su-Lise Tessendorf	General manager: Brand, strategy and comms	Nando's
Thabang Skwambane	Managing director	FCB, Johannesburg
Thulani Sibeko	Chief marketing officer	Standard Bank
Tlalane Ntuli	Chief operations officer	Yalu SA
Zayd Abrahams	Head of brand	FNB

Winners will be announced at the Apex awards gala dinner to be held at The Venue @ The Houghton Hotel on the 11 July 2019.

Connect with the ACA on Facebook at [ACASouthAfrica](#) and on Twitter [@ACA_SA](#) for regular updates on #ApexAwards2019.

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