

All the winners!

Winners of the 2018 Public Relations Institute of South Africa's (Prisa) Prism Awards were announced at a ceremony at The Empire Conference and Events Venue on Sunday, 22 April 2018.



Atmosphere Communications at the 2018 Prism Awards. South African campaign of the year went to Atmosphere Communications and the King James Group for Sanlam's '2-minute shower songs'.

Prisa's Prism Awards have now celebrated public relations and corporate communications excellence locally for 21 years.



#Prisms2018: Lifetime Achiever, Bridget von Holdt

23 Apr 2018



The Lifetime Award went to Prism Awards' convenor **Bridget von Holdt** for her passion for mentoring youth and professionalising the PR profession.

Overall gold for **campaign of the year** went to Atmosphere Communications and the King James Group for Sanlam's '2-minute shower songs', marking Atmosphere's third such win in five years. That makes it the most awarded agency for the Prisms campaign of the year, and also means client **Sanlam** is the most awarded brand in this category.



#Prisms2018: 2-Minute Shower Songs is Campaign of the Year!

23 Apr 2018



All the 2018 Prisa Prism Award winners

Pan African network of the year			
Consultancy	Campaign	Client	Award
Burson Marsteller			Silver
Best large PR consultancy			
Clockwork Media			Silver
Best medium-sized PR consultancy			
DNA Brand Architects			Bronze
Best small PR consultancy			
Plato Communications			Silver
Best PR professional			
Jolene van Heerden			Silver
Best up and coming PR professional			
Monare Matema			Bronze
Community relations			
Brand et al	Avbob poetry project	Avbob	Silver
Mahle Behr	Science 2 Go	Casme	Bronze
Crisis management			
Atmosphere Communications	Viceroy report	Capitec	Gold
Plato Communications	Halls wrapper solve campaign	Mondelez	Bronze
Financial services			
Atmosphere Communications	UK'Shona Kwelanga	Sanlam Sky Solutions	Bronze
NGO campaign			
PR Worx	Lusito Land festival 2017	Lusito Association	Silver
Public sector			
PR Worx	Control of speed by illusion (Cosbi)	Bakwena Platinum Corridor Concessionaire	Bronze
Travel and tourism			
Atmosphere Communications	2-minute shower songs	Sanlam	Gold
Best use of social media as primary method of communication			
Atmosphere Communications and the King James Group	UK'Shona Kwelanga	Sanlam Sky Solutions	Gold
Brand et al	Avbob poetry project	Avbob	Silver
Ogilvy-Johannesburg	KFC Black Fried Day	KFC	Silver
Campaign best informed by analytics /big data			
Clockwork Media	Alienware dominates local market	Dell	Silver
Atmosphere Communications	Property Fox virtual reality report	Property fox	Bronze
Mobile media PR			
Atmosphere Communications and the King James Group	UK'Shona Kwelanga	Sanlam Sky Solutions	Gold
Technology			
PR Worx	Do bigger things	Samsung	Silver
Idea Engineers	Sage Summit AWE	Sage (Africa and Middle East Region)	Bronze
Business to business			
PR Worx	Reinhardt Transport Nigel Tactical Awareness Campaign	Innovative Solutions Group	Gold
FleishmanHillard	Masterpass QR - Kenya Launch	Mastercard	Silver
Ogilvy-Johannesburg	Building a leadership Brand in the premium automotive segment	Audi	Bronze
Corporate communication			
Instinctif Partners	Rebrand to Bryte Insurance	Bryte	Silver
Investor relations			
Atmosphere Communications	Viceroy report	Capitec	Silver
Publications			
Atmosphere Communications	Virtual Reality Report	Property Fox	Gold
Sponsorship			
Brand et al	Avbob poetry project	Avbob	Gold
Brand et al	Mentorship Challenge	Redefine Properties	Silver
PR Worx	Lusito Land festival 2017	Lusito Association	Bronze

Corporate responsibility			
Clockwork Media	Doggy Day with Guinness World Records	Dotsure.co.za	Silver
Burson Marsteller	Be a buddy not a bully	Cartoon Network	Bronze
Internal communication			
Logical Truth	#ninety-nine	DStv	Gold
ByDesign Communications	Chain reaction	BDO South Africa	Bronze
Media relations			
Idea Engineers	Sage Summit AWE	Sage	Gold
Idea engineers	Sage budget speech	Sage	Silver
Ogilvy Cape Town	Myndplay	Woolworths	Bronze
Environmental			
Atmosphere and the King James Group	2-minute shower songs	Sanlam	Silver
Clockwork Media	Tusk Awards 2017	Investec	Bronze
Healthcare			
Flow Communications	SANBS - Hyperimmune Campaign	SANBS	Gold
Launch of a new product, service or category			
DNA Brand Architects	Steers #Respek Nation	Steers	Gold
Brand et al	The Avbob Poetry Project	Avbob	Silver
FleishmanHillard	Celebrating 5 generations of French art de vivre	Paul SA	Bronze
Consumer PR for an existing product, service or category			
Verve Marketing	Dawn - You got this	Dawn	Gold
Verve Marketing	Rama - Good breakfast campaign	Unilever	Silver
Ogilvy-Cape Town	Gumtree - Pre Owned Cars	Gumtree	Bronze
FleishmanHillard	Colour of the year 2018/ Colour of creativity	Dulux	Special mention
Plato Communications	Cadbury Dairy Milk Martians	Mondelez	Special mention
PR on a shoestring			
PR Worx	Lusito Land festival 2017	Lusito Association	Gold
Idea Engineers	Sage budget speech	Sage (Africa and Middle East Region)	Silver
Positive Dialogue	Agents of fun	Toy Kingdom	Bronze
Student campaign of the year			
University of Johannesburg	DOH Diaper Drive	Door of Hope Children's Mission	Gold
University of Johannesburg	Hike for a girl child		Silver
University of Johannesburg	One and a half bags		Bronze
University of Johannesburg	Boost through Boots		Special mention
Best use of an event			
The Friday Street Club	The Botanist : Forager 2.0	Edward Snell and Co	Gold
Plato Communications	Bubbly Oreo - Museum of Joy and wonder	Mondelez	Silver
Clockwork media	El Africa	NBC Universal	Bronze
Pan african campaign of the year			
ByDesign Communications	SAP Africa Code week	SAP	Silver
Clockwork Media	Tusk Awards 2017	Investec	Bronze
Sports marketing			
Atmosphere Communications	SAleg	Round the world yacht race	Gold
Levergy	Audi Q5 Fast track Campaign	Audi	Silver
WE Communications	Tour de France	Dimension Data	Bronze
SA CoTY			
ByDesign Communications	50 years of AMG	Mercedes	Finalist/Silver
DNA Brand Architects	Steers #Respek Nation	Steers	Finalist/Silver
Tribeca	Daredevil run 2017	Hollard	Finalist/Silver
Atmosphere Communications and the King James Group	UK'Shona Kwelanga	Sanlam Sky Solutions	Finalist/Silver
Atmosphere Communications and the King James Group	2-minute shower songs	Sanlam	Overall winner

Atmosphere was also most awarded agency overall, taking home Prism gold in the categories of crisis management, travel and tourism, best use of social media as primary method of communication, mobile media PR, publications and sports

marketing.



#Prisms2017 winners: Atmosphere and the King James Group

Juanita Pienaar 11 May 2017



Prism Awards 2018 tally by PR consultancy

Consultancy	Gold	Silver	Bronze	Special mention	Total
Atmosphere Communications	4	1	2		7
Atmosphere Communications and the King James Group	3	2			5
Brand et al	1	4			5
Burson Marsteller		1	1		2
ByDesign Communications		2	1		3
Clockwork media		3	3		6
DNA Brand Architects	1	1	1		3
FleishmanHillard		1	1	1	3
Flow Communications	1				1
Idea Engineers	1	2	1		4
Instinctif Partners		1			1
Jolene van Heerden		1			1
Levergy		1			1
Logical Truth	1				1
Mahle Behr			1		1
Mnare Matema			1		1
Ogilvy-Cape Town			1		1
Ogilvy-Johannesburg		1	2		3
Plato Communications		2	1	1	4
Positive Dialogue			1		1
PR Worx	2	2	2		6
The Friday Street Club	1				1
Tribeca		1			1
University of Johannesburg	1	1	1	1	4
Verve Marketing	1	1			2
WE Communications			1		1

Scroll through the [#Prisms2018](#) hashtag for more, watch for our #Prisms2018 special newsletter and keep an eye on our [Prism Awards special section](#) for the latest exclusive coverage!



All the 2017 Prisa Prism Award winners!

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