

Winning campaign of the year - not a secret

By [Nicky James, director](#) and [Roxanne Marais, account](#)

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There really is no secret to winning the South African Campaign of the Year, says last year's winners from Tribeca PR. The secret is creating a winning campaign for your client, regardless of the 'sexiness' of the product or service you're working with.



Nicky James, director and Roxanne Marais, account director at Tribeca Public Relations.

You must have your client's business and communication objectives at the heart of everything you do, otherwise there's no point to your work.

Secondly, your team must wholeheartedly buy into conceptualising and executing campaigns that achieve business results.

“ When a team is personally invested in a campaign, the work they do is not just a professional tick box. ”

They achieve great results because they genuinely believe in the significance of what they're doing.

This buy-in also helps you become part of the client team, which means there's more positive negotiation and collaboration, better ideas take shape, and you have partners rather than clients.



Intuitive agency culture

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At Tribeca PR, we believe that winning campaigns are created by passionate teams with a clear end-goal of achieving the client's objectives – and we approach every campaign this way.

3 out of 5!

Campaign of the Year was first awarded in 2014. The inaugural winner, Atmosphere Communications, was to win it again the following year, winning in 2014 for the launch of Burger King in South Africa and in 2015 for its Sanlam 'One Rand Man' campaign.



Atmosphere Communications managed the launch of Burger King in South Africa in 2014.

Bagging its third win in five years, with the campaign '2-minute shower songs' for Sanlam, this makes Atmosphere the most awarded agency for campaign of the year. It also means its client Sanlam is the most awarded brands.



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In 2016, PR Expert won for their campaign to create Groundswell for Hear Me Move (HMM), South Africa's first dance movie, and in 2017 Tribeca and Retroviral won for Rocomamas, with the Rocomamas #ElectionBurger campaign.



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