

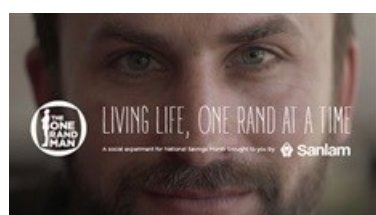
PRISM Awards 2015 winners announced

For the second consecutive year, Atmosphere Communications has scooped top honours in the Campaign of the Year category at the PRISM Awards...

The consultancy, together with the King James Group, received the accolade at the PRISM Awards Ceremony held at The Maslow Hotel in Sandton on Sunday 19 April 2015.

Recognising excellence in public relations campaigns, 44 awards were presented in 37 categories to public relations consultancies, practitioners and corporates at the Awards.

Sanlam One Rand Man Campaign scores big brownie points



The Sanlam One Rand Man Campaign, which took top honours, comes on the heels of Sanlam's May 2014 brand refresh when Wealthsmiths™ was introduced. The Group was tasked with developing an integrated campaign that would bring the refreshed brand to life in a relevant and engaging way - that's how 'One Rand Man' was born, fittingly during National Savings Month.

One Rand Man (ORM) was a social experiment where an ordinary South African got to learn more about his money by living entirely on R1 coins for the month of July. Weekly webisodes covered his story every step of the way, and Sanlam experts weighed in on his trials and tribulations.

The extensive use of social media, digital and other platforms in the winning campaign was one of the key trends emerging from this year's entries.

FleishmanHillard South Africa celebrates pan African campaign of the year win

FleishmanHillard's Prosper Campaign also came out tops in the new Pan African Campaign of the Year category for its Barclay's 'Prosper' campaign. This communication programme supported the launch of Barclay's first ever Pan African campaign, Prosper, in 11 African markets.

The launch of the campaign, Prosper, was announced in April 2014 along with the launch of the Barclays Africa Prosper survey, an online survey to assess how the word 'prosper' is interpreted in different markets and demographics. This was the largest online bespoke survey conducted in Africa, with around 7,000 respondents in 11 countries completing the survey.

The Barclays Africa Prosper Report addressed critical issues of financial behaviour and prosperity that have either been missed or poorly measured previously. What started out as a communication campaign to support the launch of the Barclays' Prosper campaign, transcended into far more. It captured the hopes, dreams and ambitions of Africa's growing youthful middle-class demographic who holds the key to accelerated economic growth and transformation in Africa.

All the PRISM winners...

Gold Awards				
Category	Campaign	Public Relations Consultancy	Client	Sponsor
Sectors				
Consumer Public Relations for an Existing Product, Service or Category	BURGER KING® Gauteng Launch / Whopper your Selfie	Atmosphere Communications in association with KingJames Group	BURGER KING® South Africa	

Launch of a New Product, Service or Category	2014 African Blogger Awards	Tribeca Public Relations	Webfluentia	Pear Factor
Financial Services & Investor Relations	Sanlam One Rand Man	Atmosphere Communications in association with KingJames Group	Sanlam	CIMA
Technology	MWEB Tweetseat	Atmosphere Communications in association with Society	MWEB	Innovative glass design
Community Relations	The Street Store	M&C Saatchi Abel	The Haven Night Shelter on Napier Street	Mango
NGO Campaign	The Street Store	M&C Saatchi Abel	The Haven Night Shelter on Napier Street	
Sponsorship	Coca-Cola Craven Week	Playmakers	Coca-Cola	
Practices				
Internal Communications	B Safe	University of the Free State	University of the Free State	Von H Brand Provocateur
Media Relations	K9 Anti-poaching Awareness Powered by Photo-journalism	Burson-Marsteller	The Paramount Group	
Social Media for Public Relations	MWEB Dinnercam	Atmosphere Communications in association with Society	MWEB	Blue Apple
Best Use of an Event to Build/Change Reputation (Event Management)	Robertsons #Skydine	Marcus Brewster	Robertsons Herbs & Spices, Unilever	Upstage Productions
Public Relations on a Shoestring	Mr. South Africa	PR Worx	Mr. South Africa	GroundUp Media
Individual Categories				
Best Up-and-Coming Public Relations Professional	Candice Mullins	Plato Communications		Lounge Around
Best Public Relations Professional	Pippa Holland	Ogilvy Public Relations Cape Town		The Maslow Hotel
Consultancy Awards				
Best Small Public Relations Consultancy		Plato Communications		About Entertainment
Best Mid-sized Public Relations Consultancy		Atmosphere Communications		Facebox
Best Large-sized Public Relations Consultancy		FleishmanHillard South Africa		ROi Africa
Campaign Awards				
Pan African Campaign of the Year	Prosper	FleishmanHillard South Africa	Barclays Africa	Vukani Fashions
Campaign of the Year	Sanlam Rebrand & One Rand Man	Atmosphere Communications in association KingJames Group	Sanlam	Zoom Photography

The PRISM Awards sponsors include Airports Company South Africa, About Entertainment, Afroflame, Blue Apple, Candy Construction, CIMA, Facebox, Grind Coffee, GroundUp Media, Innovative glass design, Just You Models, Lounge Around, Mango, Paper Packaging Place, Pear Factor, ROi Africa, Sappi, The Maslow Hotel, Toni Glass, Upstage Productions, VonH Brand Provocateur, Vukani Fashions, WeCollaborate, Zoom Photography and Sun International. Media partners include Bizcommunity, Cliff Central, Jozi Maboneng Radio, Mix FM, The Event and UNISA Radio.

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