

PR Expert wins PRISM Campaign of the Year Award

PR Expert, a small public relations consultancy, took top honours at this year's PRISM Awards, clinching the PRISM Campaign of the Year Award for its "Creating Groundswell for South Africa's First Dance Movie" entry with its client, Coal Stove Pictures.



The 19th PRISM Awards took place on Sunday 17 April at the Indaba Hotel in Fourways, celebrated, recognised and rewarded excellence in the public relations industry.

"Groundswell delivered the public relations X-Factor with a very limited budget," added PRISM's judge Sylvester Chauke, Chief Architect: DNA Brand Architects. "They deserved to win Campaign of the Year as it was classic public relations with no Above The Line support, nor an established brand/campaign over time".

Creating Groundswell

Reflecting the state of the film industry locally, where funds are spent on creating the movie and almost zero on marketing, the film *Hear Me Move (HMM)* relied solely on public relations as a tool to drive word-of-mouth and excitement for South Africa's first dance movie to hit SA screens in 2015. Despite massive challenges, the public relations team never gave up and the success of the campaign resulted in *HMM* achieving local and international acclaim - a position that will continue to resonate well into the future.

Pan African Campaign of the Year

The Pan African Campaign of the Year was awarded to FleishmanHillard SA and Discovery Networks for their "TLC's Next Great Presenter" campaign. In June 2015, FleishmanHillard (FH) announced Discovery Network's first-ever African presenter search. The TLC Next Great Presenter (NGP) competition aimed to uncover a hidden talent and TLC Entertainment (TLC) host, broaden awareness of the channel and position TLC as a brand which is committed to its African audience.

Lifetime Achievement Award

This newly introduced award recognises individuals with over 25 years experience who have had an impact on the profession, shown leadership and innovation and who have a long-term vision for its future. Nine nominees were adjudicated on these criteria and seasoned professional, Peter Mann, founder and chief executive officer of Meropa Communications, took top honours.

Gold Awards Winners

Category	Campaign/Person	Public Relations Consultancy	Client	Sponsor
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Sectors				
Business to business	The square peg movement: Boosting entrepreneurial aspiration in South Africa	Epic MSLGROUP	Business Partners	GroundUp Media
Resources	Kwanalu Uplifting Agriculture Campaign	UrbanHouse Media	Kwanalu	The Indaba Hotel
Public Sector	Someone in Cape Town	Atmosphere Communications	City of Cape Town	Lounge Around
Corporate responsibility	Blue Bikes	Ogilvy & Mather Cape Town	Volkswagen South Africa	The Indaba Hotel
Public Relations on a shoestring	#Celebratecapetown	Atmosphere Communications	Taj South Africa	Media Update
Practices				
Corporate Communication	KovsieGear		University of the Free State	Zoom Photography
Internal Communication	On Board, connecting the dots between strategy and employees		Sappi Tugela Mill	Redzone
Crisis Management	Cape Town Cycle Tour 2015	The Phoenix Partnership	Cape Town Cycle Tour Trust	CliffCentral
Media relations	Mercedes-Benz Fashion Week 2015	Tribeca Public Relations	African Fashion International	Mix FM
Best use of an Event to Build/Change Reputation	Taste Drive	Bonfire Media (Pty) Ltd	NESCAFE Dolce Gusto	VonH Brand Provocateur
Individual Awards				
Best Up and Coming PR Professional		Roxanne Leibrandt	Ogilvy & Mather Cape Town	
Consultancy Awards				
African Network of the Year		Burson-Marsteller Africa		Amandla Cultural Ensemble
Best Small Public Relations Consultancy		Positive Dialogue Communications		Afroflame
Best Mid-Sized Public Relations Consultancy		Tribeca Public Relations		ROI Africa
Campaign Awards				
Pan African Campaign of the Year	TLC's Next Great Presenter	FleishmanHillard SA	Discovery Networks	Vukani Fashions
South African Campaign of the Year	Creating Groundswell for South Africa's first Dance Movie	PR Expert	Coal Stove Pictures	
Over-Arching Awards				
Best Up-and-coming Public Relations Professional	Roxanne Leibrandt	Ogilvy & Mather Cape Town		
Lifetime Achievement Award	Peter Mann	Meropa Communications		Bizcommunity

Sponsors of the 2016 PRISM Awards: Afroflame, Blue Apple, CIMA, Don't Forget George, Ground-Up Media, Lounge Around, Mango, PEAR, ROI Africa, Stageline, Von H Brand Provocateur, Vukani Fashions, WeCollaborate and Zoom Photography.

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