

ALL THE WINNERS!

The 22nd Prism Awards, celebrating excellence in the public relations and communication industry were held at The Capital on The Park in Sandton, Johannesburg on 14 April.



The Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism in their public relations and communication campaigns.

Marketing and brand consultancy and uber cool thinkers, DNA Brand Architects, walked away with the Campaign of the Year trophy for their AB InBev Lion Lager digital series campaign iLobola Nge Bhubesi. The campaign showcased the agency's strategic thinking and that's precisely why the message landed well with the target audiences. They showed the importance of the partnership between agency and client and truly proved that they were in tune with the times. The campaign showed that brands are not only concerned about the commercial benefits of their work but also ensuring a cultural shift, engagement with the audience, and got the country talking. The judges said it ticked all the boxes.

“ The Winner is Marketing & Brand Consultancy and Uber Cool thinkers [@DNABrandSA](#) for their Lion Lager AB InBev campaign iLobola Nge Bhubesi! CONGRATULATIONS!
 #PRISMAward19— The PRISM Awards (@theprismawards) [April 14, 2019](#) ”



#Prisms2019: Meet young judge Monare Matema

Jessica Tennant 12 Apr 2019



The Lifetime Achievement Award was presented to Robyn de Villiers, chairman and CEO: Africa at BCW (Burson Cohn & Wolfe). De Villiers has over 28 years' experience in strategic public relations and communication in South Africa and across the continent. She is also a recipient of the 2016 Sabre Award for Outstanding Individual Achievement and has recently been announced as the champion of WPP Stella locally, an international leadership and networking group for female senior leaders across the global WPP network.

“ *"If you give more than you take, you will always win"* - [@RobynDeVilliers](#), CEO and Chairman of [@BCWAfrica](#) as she accepted a Lifetime Achievement Award at the [#PRISMAwards19](#) [pic.twitter.com/rj35DQ3vMO](#)— BCW Africa ([@BCWAfrica](#)) [April 14, 2019](#) ”



#Prisms2018: Out of Africa - an insider's perspective

Robyn de Villiers 23 Apr 2018



Here, all the 2019 winners:

Crisis Communication		
Bronze	Status Reputation Management Company	iCollege
Silver	Ogilvy – Cape Town	CocaCola
Gold	Atmosphere	Capitec Bank
Financial Services		
Special Mention	The King James Group	Sanlam
Special Mention	Tribeca	
Bronze	Atmosphere	Capitec Bank
Silver	The Friday Street Club	Wonga Informal Lending
Gold	MSL	Elite Risk Acceptances
NGO campaign		
Special Mention	Flow Communications	National Council of and for Persons with Disabilities
Bronze	Riverbed	Aware.org
Silver	Rhulani Hlabana	Skills Hub Foundation
Public Affairs		
Silver	Atmosphere	Sanlam Personal Finance
Public Sector		
Bronze	HWB Communications	MyCiti Bus Service
Silver	Flow Communications	Road Accident Fund
Gold	Havas PR	Road Accident Fund
Travel & Tourism		
Special Mention	Ogilvy – Cape Town	Turkish Airlines
Bronze	Havas PR	The Blue Train
Silver	Avatar PR	SANParks
Business to Business		
Special Mention	Atmosphere & The King James Group	Siemens
Corporate Communication		
Special Mention	Instinctif Partners	Illovo Sugar
Bronze	Atmosphere	Capitec Bank
Silver	PR Worx	The Moti Group
Publications		
Bronze	Joe Public Engage	People Opposing Woman Abuse (POWA)
Silver	Atmosphere	PropertyFox
Sponsorship		
Bronze	Brand et al	AVBOB
Silver	One-eyed Jack	Savanna Premium Cider & Whacked Management
Corporate Responsibility		
Bronze	Bonfire	Volkswagen South Africa
Silver	Plato Communications	KFC South Africa
Silver	Tribeca	Montego Pet Nutrition
Gold	Bonfire	Volkswagen South Africa
Internal Communication		
Bronze	Gullan & Gullan	Janssen Pharmaceuticals
Silver	Retroviral and Faith & Fear	Liberty Group
Media Relations		

Bronze	Plato Communications	Mondelez South Africa
Silver	Riverbed	Aware.org
Gold	Riverbed	Nestle
Best informed analytics/big data (communication research)		
Bronze	Clockwork Media	XDSL
Silver	Flow Communications	She Conquers
Social media as a primary method to lead campaign		
Bronze	Ogilvy – Cape Town	KFC South Africa
Silver	DNA Brand Architects	AB InBev
Gold	Atmosphere & The King James Group	Sanlam
Social media as primary (NO SPEND)		
Bronze	Clockwork Media	Exaro
Silver	Flow Communications	Nelson Mandela Foundation
Technology		
Bronze	ByDesign, Fury Consulting and Hook, Line & Sinker	SAP Africa
Silver	Tribeca	Epson
Gold	Atmosphere & The King James Group	Siemens
Healthcare		
Bronze	Wits Communications	Wits University Donald Gordon Medical Centre
Gold	Flow Communications	South African National Blood Service
Launch of new product		
Special Mention	Tribeca	The Great Yellow Brick Company
Bronze	PR Worx	PepsiCo/Simba
Silver	Bonfire	Volkswagen South Africa
Gold	DNA Brand Architects	AB InBev
Consumer PR		
Special Mention	PR Worx	PepsiCo/Simba
Bronze	Positive Dialogue Communications	Jive
Silver	Plato Communications	Halls
Gold	King James Group	Newlands Spring Brewing Co.
PR on a shoestring		
Special Mention	PR Worx	Mpact Recycling
Bronze	Tribeca	The Great Yellow Brick Company
Silver	Atmosphere	Takealot
Student campaigns		
Special Mention	University of Johannesburg	Planting Seeds
Bronze	University of Johannesburg	Every3minutes
Silver	University of Johannesburg	Eufoees living in the future
Gold	University of Johannesburg	Project Re
Best use of an event		
Bronze	DNA Brand Architects	Newtown Junction
Silver	Positive Dialogue Communications	Land Rover
Silver	Riverbed	Nestle
Gold	Riverbed	Aware.org
Sports marketing		
Bronze	Positive Dialogue Communications	Spur Steak Ranches
Silver	Levergy	Sasol
Gold	Livewired Public Relations	Randpark Golf Club
Best up and coming PR		
Individual	DNA Brand Architects	Samantha Mabaso
Best PR professional		
Individual	PR Worx	Chantal Riley
Best Small consultancy		
Individual/ Special mention	ByDesign Communications	
Individual	Bonfire	
Best mid-sized consultancy		
Individual	Atmosphere Communications	
Lifetime achievement		

Individual	BCW	Robyn de Villiers
African Network		
Individual/Africa	BCW	
SA Campaign of the year		
Silver - Finalist	King James Group	Newlands Spring Brewing Co.
Silver - Finalist	Atmosphere & The King James Group	Siemens
Silver - Finalist	DNABrand Architects	AB InBev
Silver - Finalist	PR Worx	PepsiCo/Simba
Silver - Finalist	Riverbed	Aware.org
Overall winner		
Trophy & Gold	DNABrand Architects	AB InBev

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