

Award	Category	Name of Campaign	Entrant	Client
Gold	SA Campaign of the Year	iLobola Nge Bhubesi	DNA Brand Architects	AB InBev
Gold	Crisis Management	Reputation recovery campaign	Atmosphere Communications	Capitec Bank
Gold	Consumer PR for an existing product, service or category	Not that Newlands	King James Group	Newlands Spring Brewing Co.
Gold	Technology	Fabric	Atmosphere & The King James Group	Siemens
Gold	Social Media	Lives of Grace	King James Group & Atmosphere Communications	Sanlam
Gold	Corporate responsibility	#VWDriveDry	Bonfire Media	Volkswagen South Africa
Gold	Launch of a new service, product or category	iLobola Nge Bhubesi	DNA Brand Architects	AB InBev
Gold	Healthcare	#NewBlood	Flow Communications	South African National Blood Service
Gold	Public Sector	#KeepItSimple	Havas PR	Road Accident Fund
Gold	Sports Marketing	The Good Life: On the course, off the course	Livewired Public Relations	Randpark Golf Club
Gold	Financial services	Launch of Elite Risk Acceptances to the South African market	MSL	Elite Risk Acceptances
Gold	Best use of an event to build / change reputation (event management)	One on Nicol	Riverbed	Aware.org
Gold	Media relations	Nestlé Nespray Diary 4 U	Riverbed	Nestlé
Gold	Student campaign of the year	Project Re	University of Johannesburg	
Gold	Lifetime Achiever	Robyn de Villiers	BCW	
Africa	African Network of the Year	BCW Africa: African Network of the year	BCW	
Silver	Publications	PropertyFox School Feeder Zone Guide	Atmosphere Communications	PropertyFox
Silver	Public affairs	Pink Tax	Atmosphere Communications	Sanlam Personal Finance
Silver	PR on a shoestring	Dineo Ranaka Macro Influencer partnership	Atmosphere Communications	TakeLot.com
Finalist - Silver	SA Campaign of the year	Not that Newlands	King James Group	Newlands Spring Brewing Co.
Finalist - Silver	SA Campaign of the year	Fabric	Atmosphere Communications & King James Group	Siemens
Silver	Travel & Tourism	#GoldenGateClassics	Avatar PR	SANParks
Silver	Launch of a new service, product or category	#NewArteon	Bonfire Media	Volkswagen South Africa
Silver	Social Media	iLobola Nge Bhubesi	DNA Brand Architects	AB InBev
Silver	Communication research	Key Message Development	Flow Communications	She Conquers
Silver	Social Media no spend	16th Nelson Mandela Annual Lecture	Flow Communications	Nelson Mandela Foundation
Silver	Public sector	#AlwaysRemember festive season campaign	Flow Communications	Road accident fund

Silver	Sports Marketing	Limitless	Levergy	Sasol
Silver	Crisis management	#OhSchweppes	Ogilvy - Cape Town	Cocacola
Silver	Sponsorship	Game on for the Savanna Newcomer Showcase	One-eyed Jack	Savanna Premium Cider and Whacked Management
Silver	Consumer PR for an existing product, service or category	Halls, Own The Moment	Plato Communications	Halls
Silver	Corporate responsibility	1120under5 - Add Hope World Hunger Month	Plato Communications	KFC South Africa
Silver	Best use of an event to build / change reputation (event management)	Land Rover Explore More Challenge	Positive Dialogue Communications	Land Rover
Finalist - Silver	SA Campaign of the year	#LovedByTheStreets	PR Worx	PepsiCo/Simba
Silver	Corporate Communication	The Moti Group Relaunch	PR Worx	The Moti Group
Silver	Internal or Employee communication	Liberty Live - Conversations Driving Change	Retroviral and Faith and Fear	Liberty Group
Silver	NGO campaign	Skills Hub Foundation	Rhulani Hlabana	
Finalist - Silver	SA Campaign of the year	One on Nicol	Riverbed	Aware.org
Silver	Best use of an event to build / change reputation (event management)	Nestlé Breast feeding week	Riverbed	Nestlé
Silver	Media relations	Aware.org	Riverbed	Aware.org
Silver	Financial services	Wonga Informal Lending Report	The Friday Street Club	Wonga
Silver	Corporate responsibility	#Click2Feed2018	Tribeca Public Relations	Montego Pet Nutrition
Silver	Technology	#EpsonEntrepreneur	Tribeca Public Relations & Retroviral Digital Communications	Epson
Silver	Student campaign of the year	Eufees Living in the Future	University of Johannesburg	
Bronze	Corporate Communication	Reputation recovery campaign	Atmosphere Communications	Capitec Bank
Bronze	Financial services	Live better Getaways	Atmosphere Communications	Capitec Bank
Bronze	Corporate responsibility	VW Lighthouse	Bonfire Media	Volkswagen
Bronze	Sponsorship	The AVBOB Poetry Project	Brand et al	AVBOB
Bronze	Technology	SAP Africa Code Week	ByDesign, Fury Consulting and Hook, Line & Sinker	SAP Africa
Bronze	Communication Research	STEM	Clockwork Media	XDSL
Bronze	Social Media no spend	Women in Mining	Clockwork Media	Exxaro
Bronze	Best use of an event to build / change reputation (event management)	#NewtownSXC	DNA Brand Architects	Newtown Junction

Bronze	Internal or Employee communication	JMC Launch	G & G Digital	Janssen Pharmaceutica
Bronze	Travel & Tourism	Surrender to the luxury of slow	Havas PR	The Blue Train
Bronze	Public sector	MyCITI Optimisation	Joint Venture partnership led by HWB Communications, includes; String Communications, The Switch Design Company, Umtha Consultancy	MyCiti Bus Service
Bronze	Publications	The Daily Abuse - The news you need to see	Joe Public ENGAGE	People opposing woman abuse (POWA)
Bronze	Social Media	KFC "Make A Meal Of It"	Ogilvy Cape Town	KFC South Africa
Bronze	Media relations	Cadbury Dairy Milk Martians 'Joy of a New Kind'	Plato Communications	Mondelez SA
Bronze	Consumer PR for an existing product, service or category	#JiveTogether Taxi Tour	Positive Dialogue Communications	Jive
Bronze	Sports marketing	Spur Schools MTB League	Positive Dialogue Communications	Spur Steak Ranches
Bronze	Launch of a new service, product or category	#DoritosBoldNation	PR Worx	PepsiCo/Simba
Bronze	NGO campaign	One on Nicol	Riverbed	Aware.org
Bronze	Crisis Management	iCollege Mahala Day	Status Reputation Management Consultancy	iCollege
Bronze	PR on a shoestring	Launch of the first LEGO certified store in South Africa	Tribeca Public Relations & Retroviral Digital Communciations	The Great Yellow Brick Company
Bronze	Healthcare	HIV Liver Transplant campaign	Wits Communications	Wits University Donald Gordon Medical Centre
bronze	Student campaign of the year	Every 3 Minutes	University of Johannesburg	
Individual	Best Mid-sized Public Relations consultancy	Atmosphere	Atmosphere Communications	
Individual	Best Small Public Relations consultancy	Bonfire Media	Bonfire Media	Volkswagen South Africa
Individual	Best up and coming PR professional	Samantha Mabaso	DNA Brand Architects	
Individual	Best PR Professional	Chantal Riley	PR Worx	
Special mention	Business to Business	Fabric	Atmosphere & The King James Group	Siemens
Special mention	Best Small Public Relations consultancy	ByDesign Communications	ByDesign Communciations	
Special mention	NGO Campaign	Casual Day 2018	Flow Communications	National Council of and for Persons with Disabilities (NCPD)
Special mention	Corporate Communication	Perception audit	Instinctif Partners	Illovo

Special mention	Travel & Tourism	Traigh Sponsorship	Ogilvy Cape Town	Turkish Airlines
Special mention	Consumer PR for an existing product, service or category	#LovedByTheStreets	PR Worx	PepsiCo/Simba
Special mention	PR on a shoestring	Mpact Recycling Month 2018	PR Worx	Mpact Recycling
Special mention	Financial services	The 200 year old	King James Group	Sanlam
Special mention	Launch of a new service, product or category	Launch of the first LEGO certified store in South Africa	Tribeca Public Relations & Retroviral Digital Communciations	The Yellow Brick company
Special mention	Financial services	The 2018 BEE.Economics Survey	Tribeca Public Relations	27four Investment Managers
Special mention	Student campaign of the year	Planting seeds	University of Johannesburg	