



### **All the winners from the 2020 PRISM Awards!**

**15 May 2020**, The long awaited PRISMs 2020 winners announcement took place today in a short online segment. In a first for the awards, the communication and PR industry was invited to be part of the online experience by tuning into the show via Youtube, from the comfort of their own homes.

The 23<sup>rd</sup> installment of Africa's most sought after awards in the public relations and communications industry, was cancelled in March 2020 due to concerns of the spread of the COVID-19 in the country.

"Innovation and evolution are an everyday norm in our industry. The current health crisis has indeed forced us all out of our comfort zones, and innovative thinking and ideas is what will keep us moving. We had to focus on finding a way to still acknowledge all those who had entered the awards and also to celebrate the winners. We do hope that everyone enjoyed the show" said Palesa Madumo, Convenor of the PRISM Awards.

100% black woman-owned agency, The Riverbed, were announced as the biggest winners for the South African Campaign of the Year category, for their Underage Drinking campaign.

This year, the awards introduced some new and exciting categories. Amongst them, is the PRISMs Young Voice of the Year Award, aimed at recognising the awesome contributions made by the young people in the industry. Simbongile Ndlangisa was announced as this year's winner.

“Congratulations to all the winners and a huge thank you to each and every individual, consultancy and NGO that entered this year. We look forward to doing this again next year and celebrating our industry’s amazing work.” Continued Palesa Madumo, Convenor of the PRISM Awards.

Madumo concluded, “Thank you to Vuma Reputation Management, Bizcommunity, Off The Shelf, Space, Flow Communications, Cookie Mylo Studios and ofcourse our incredible host, Thabiso Makhubela, for the continued support and making the announcement and production possible”.

**Here is a full list of all the 2020 winners;**

<b>Category</b>	<b>Type</b>	<b>Consultancy/Company</b>	<b>Name of campaign</b>	<b>Client</b>
Arts and Entertainment	Silver	FleishmanHillard	HGTV SA Launch	Discovery Network
Arts and Entertainment	Special Mention	BCW	Long live the bat	WarnerMedia
Arts and Entertainment	Bronze	Sheila Afari Public Relations	Samthing Soweto Isphithiphithi Album	Platoon
Arts and Entertainment	Special Mention	Sheila Afari Public Relations	Ami Faku Brand and Imali Album	Vth Season
Best large PR Consultancy	Individual	Eclipse PR	Eclipse PR	Eclipse PR
Best Mid-sized Consultancy	Individual	HWB Communications	HWB Communications	HWB
Best PR Professional	Individual	Ogilvy Cape Town	Lameez Mohd	
Best Small PR Consultancy	Individual	The Friday Street Club	The Friday Street club	
Best up and Coming PR	Individual	Weber Shandwick	Tankiso Motsoeneng	
Best use of an Event to build or change reputation	Silver	One-eyed Jack and Mushroom Productions	VIVONation	Volkswagen South Africa
Best use of an Event to build or change reputation	Gold	One-eyed Jack and Mushroom Productions	T-Cross City	Volkswagen South Africa
Best use of an Event to build or change reputation	Bronze	ByDesign	Orlando Pirates Kit Launch	Orlando Pirates
Business to business	Silver	Tribeca PR	Nupen Staude de Vries: Year One	Nupen Staude de Vries

Business to business	Bronze	PR Worx	ISS Durban Showcase	Innovative Staffing Solutions
Consumer PR for an existing product or service	Bronze	DNA Brand Architects	Dare To Compare with Nomatriquency	Massmart
Consumer PR for an existing product or service	Silver	PR Worx	#NikNakAmaCollision	Pepsico Simba
Corporate Responsibility	Bronze	Ogilvy JHB	Konica Minolta SA and Food & Trees for Africa tree planting initiative	Konica Minolta SA and Food Trees for Africa
Crisis Management	Bronze	PRomote Communication	Amashova Durban Classic	Tsogo Sun
Digital media relations	Bronze	HWB Communications with String Communications, The Switch Design Company, Umtha Consultancy	31 Reasons	MyCiTi Bus Service
Digital media relations	Gold	The Riverbed Agency	Underage drinking	Aware.org
Digital media relations	Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
Financial services	Gold	King James Group	BrokeBy	TymeBank
Financial services	Bronze	ByDesign	From Credit Bureau To 'Information For Good'	Transunion South Africa
Financial services	Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
Food and Beverage	Gold	Roth Media Productions	GH Mumm Olympe Rose Launch	Pernod Ricard
Food and Beverage	Bronze	Paddington Station PR	Angostura Rock Shandy	DGB Angostura Aromatic Bitters
Food and Beverage	Silver	Bonfire Media	#RaiseYourVillage	Simba
Gaming and Virtual reality	Gold	Tribeca PR	Logitech Top Ranked Gaming Mouse	Logitech Peripherals South Africa
Healthcare	Gold	MSL	#FAFChallenge: Leveraging an Iconic SA Moment to Raise Testicular Cancer Awareness	CIPLA
Healthcare	Silver	King James Group	In Sync with Sho Madjozi	Stayfree Johnson & Johnson
Healthcare	Bronze	Tribeca PR	MenaCal.7 Woman to the BOne	MenaCal.7
Influencer Management	Special Mention	DNA Brand Architects	Dare To Compare with Nomatriquency	Massmart/Game
Influencer Management	Gold	Retroactive	The World's First Unfluencer	Biogen
Influencer Management	Bronze	The Riverbed Agency	Underage drinking	Aware.org
Influencer Management	Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
Integration of traditional and new media	Special Mention	Ogilvy Cape Town	Gumtree Re-style	Gumtree

Integration of traditional and new media	Bronze	King James Group	In Sync with Sho Madjozi	Stayfree Johnson & Johnson
Integration of traditional and new media	Gold	One-eyed Jack	T-Cross City	Volkswagen
Integration of traditional and new media	Silver	The Riverbed Agency	Underage drinking	Aware.org
Internal or employee communication	Bronze	PR Worx	Sentech Connect	Sentech
Internal or employee communication	Silver	The Actuate Group	Tswelelopele Day	AngloAmerican
Internal or employee communication	Special Mention	Retroviral	LibertyLive.co.za - Conversations driving Change	Liberty Group
International Campaign	Silver	Airtel Networks Zambia PLC	Make #ThatConnection	Airtel Networks Zambia PLC
International Campaign	Gold	Retroactive	Kirsten Landman's road to Dakar	Ryobi
Launch of a new product, service or category	Gold	King James Group	BrokeBy	TymeBank
Launch of a new product, service or category	Bronze	One eyed Jack and Mushroom Productions	T-Cross City	Volkswagen South Africa
Launch of a new product, service or category	Silver	The Riverbed Agency	Underage drinking	Aware.org
Media relations	Gold	DNA Brand Architects	My Heritage	Tastic
Media relations	Silver	DNA Brand Architects	Project Bloodwing	SANBS
Media relations	Bronze	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
NGO Campaign	Gold	The Riverbed Agency	Underage drinking	Aware.org
NGO Campaign	Silver	Havas PR	Limpopo Education	Right 2 Read
NGO Campaign	Bronze	Havas PR	Alex Library	Right 2 Read
PR on a Shoestring	Bronze	ByDesign	Tin Soldiers Movie Premiere	Blink Pictures In Partnership With the Tin Soldiers for Outreach
PR on a shoestring	Special Mention	Clockwork	Don't Cross Your T's	Hyundai
PR on a shoestring	Gold	Tribeca PR	Nupen Staude de Vries: Year One	Nupen Staude de Vries
PR on a shoestring	Silver	Havas PR	Alex Library	Right 2 Read

Public Affairs	Silver	Conversations Media and Communications	Poultry Tariff	AMIE (Association of Meat Importers and Exporters)
Public Sector	Silver	HWB Communications with String Communications, The Switch Design Company, Umtha Consultancy	31 Reasons	MyCiTi Bus Service
Public Sector	Bronze	PR Worx	Future Perfect Skills Development	FP & M SETA
Publications	Bronze	ByDesign	25 reasons to Believe	Anglo American
Reputation and Brand Management	Bronze	Tribeca PR	Bolt Enabling Progress	Bolt
Reputation and Brand Management	Gold	Tribeca PR	MenaCal.7 Woman to the BOne	MenaCal.7
Reputation and Brand Management	Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
SA Campaign of the Year	Overall winner	The Riverbed Agency	Underage Drinking	Aware.org
Social media as the primary communication tool	Gold	King James Group	In Sync with Sho Madjozi	Stayfree Johnson & Johnson
Social media as the primary communication tool	Silver	Clockwork	Elantra Black Friday	Hyundai South Africa
Social media as the primary communication tool	Bronze	The Riverbed Agency	Underage drinking	Aware.org
Sponsorship	Bronze	BCW	Cartoon Network Soccer Superfan	WarnerMedia
Sponsorship	Gold	Retroactive	Kirsten Landman's road to Dakar	Ryobi
Sponsorship	Silver	M-Sports Marketing	Carling Black Label Cup	ABInBev
Sport	Silver	ByDesign	Orlando Pirates Kit Launch	Orlando Pirates
Student Campaign of the Year	Bronze	UJ	Masonto Netball Project	
Student Campaign of the Year	Special Mention	IIE Monash	Hear Us Campaign	The Cradle of Hope
Student Campaign of the Year	Silver	UJ	Eternal Metamorphosis	
Technology	Silver	ByDesign in partnership with Fury Consulting	Hacked Off: Taking Cybersecurity mainstream	Mimecast
Travel and Tourism	Bronze	Ogilvy Cape Town	Turkish Airlines - Insta Istanbul	Turkish Airlines
Travel and Tourism	Silver	Ogilvy Cape Town	Turkish Airlines - Lion Rescue	Turkish Airlines

## **About the PRISM Awards**

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

<http://www.prism-awards.co.za> or [www.prisa.co.za](http://www.prisa.co.za)

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