

All the Prism Awards 2022 winners

By [Danette Breitenbach](#)

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For the second year in a row, Retroviral x Panther Punch have won the South African Campaign of the Year at the Prism Awards 2022.



Pictured on stage: Retroviral and Flow Communications. Retroviral won Gold for the Checkers Sixty60 Swindler campaign and Silver for its *Lilets Be You. Period.* campaign and Flow Communications won Bronze for Marine Protected Areas Day (MPA Day).

The agency's *Don't Get Swindled* campaign for Checkers Sixty60 won the award at the Prisa Prism Awards 2022 that took place on 15 July at The Venue, Melrose Arch in Gauteng. The sold-out event celebrated the 25th year of the Prism Awards.

In total, the agency won six Prism Awards for the campaign. It also won Silver for its *Lilets Be You. Period* campaign in the SA Campaign of the Year Award, which also won six Prism Awards in total. Flow Communications won Bronze in the category for its Marine Protected Areas Day (MPA Day) campaign.

Last year, Panther Punch and Retroviral won the South African Campaign of the Year award for their #MyKreepyTeacher campaign for Kreepy Krauly, a parody of the Netflix documentary, *My Octopus Teacher*, produced by South African Craig Foster.

Most successful digital marketing campaign

Don't Get Swindled is the most successful Checker Sixty60 digital marketing campaign and its most viral campaign ever, generating more than five million views. With over 2.5 million in free editorial coverage, it increased traffic into the app and positively impacted sales.

The campaign is a spoof on *The Tinder Swindler* documentary on Netflix that broke into the top 10 charts of the most watched Netflix content across 92 countries including South Africa within the first week of being added to the streaming service.

Using traditional and “new” tools and platforms

The campaign is an example of how a PR campaign can utilise traditional PR, branded content, news hijacking tactics and digital PR and move quickly. The campaign went from idea to execution within 12 hours leading to “Simon Leviev” speaking out against his enemies in a post that went out simultaneously to all major social networks, including TikTok.

The agency also leveraged online reputation management tools such as Social Bakers and its workflow software to analyse every like/retweet/comment on the social posts and pitched additional info to relevant journalists, influencers where applicable and shared updates on the video’s success every time they hit an additional one million views. This created new interest in the campaign daily.

In its pitch to Prism Awards, the agency says, “The campaign paired an instinctive insight with a brave client, unheard of turnaround times and an agency and production company racing against the clock of relevance to own a global cultural inflexion point.”



Pop culture power play: Checkers plugs into *Tinder Swindler* hype

Lauren Hartzenberg 14 Feb 2022



Challenger brand for the challenger brand

"In a world of cluttered communication data offerings and programmatic media being targeted down our throats, Retroviral prides itself on having made more brands go viral globally than any other agency in Africa," says Mike Sharman, owner of Retroviral.

"Earned media eliciting actions is what we've been consistently delivering for 12 years and it's an incredibly proud moment converting 12 wins for Checkers Sixty60 and Lil-Lets. Now more than ever our 'challenger brand for the challenger brand' "

positioning is resonating due to our branded content x PR efforts," he adds.

Big winners

Apart from Retroviral, Flow Communications and Positive Dialogue were amongst the big winners on the night.

Flow Communications won 21 Prism awards in total. "Flow doesn't do work to win awards, but we are lucky enough to have had our hard work and creativity rewarded through the Prisms this year and in years gone by. We are thankful every time we have the opportunity to work with clients that let us get recognised in this way," said Flow CEO, Tara Turkington.

Agency Awards

In the Agency Awards, Flow Communications won gold for Large Agency of the Year, Silver went to Eclipse Communications and Bronze to DNA Brand Architects.

Magna Carta Reputation Management Consultant won gold for Medium Agency of the Year and Positive Dialogue won Silver with Bronze going to Tribeca Public Relations.

The Friday Street Club won Silver for Small Agency of the year and Bronze went to Bonfire Media. Sika Creative Agency won Silver for Best Upcoming Agency, with Ulivo & Co. Communications taking Bronze.

Silver Best PR professional was won by Cherná Lutta and Gold for Best Upcoming PR Professional was won by Zakra Fridie, both from Positive Dialogue. Emmanuel Bonoko won Bronze in Best PR professional. Paballo Mokale (Weber Shandwick) and Elizabeth Ibironke (Africa Communications Media Group) won Silver and Bronze respectively for Best Upcoming PR Professional.

The Gold Lifetime Achievement Award went to Thebe Ikalafeng founder of Brand Africa.

All the Prism Awards 2022 winners

| Arts and Entertainment | | |
|---|------------------------|--|
| Gold | MultiChoice | Public Relations Campaign for Devilsdorp, a Showmax. Original Documentary Series |
| Silver | BCW Africa | Cartoon Network Climate Champions |
| Bronze | Eclipse Communications | Public Relations Campaign for Netflix I Am All Girls Launch |
| Best Use of an Event to Build/Change Reputation | | |
| Gold | Flow Communications | 11th Desmond Tutu Peace Lecture |
| Silver | Flow Communications | Marine Protected Areas Day |
| Bronze | Bonfire | KFC Kentucky Town – 50th Birthday Popup |
| Business-to-Business | | |
| Gold | Weber Shandwick | Mastercard's #NextDigital Entrepreneur Masterclass |
| Silver | The Friday Street club | SAB Foundation – Social Innovation and Disability Empowerment Awards |
| Bronze | Stone | Accenture in Africa: Corporate Citizen in Gender Equality |
| Community Relations | | |
| Gold | Tribeca | Vuma Fibre Schools Programme |
| Silver | DNA Brand Architects | Bathu Walk Your Journey |
| Bronze | MSL | Revealing the true impact of community violence on local |
| Consumer PR Existing Product or Service | | |
| Gold | MSL | Raising the Voice of South Africa's Youth TikTok |
| Silver | Retroviral | Lil-Lets Be You |
| Bronze | Retroviral | The Sixty60 Swindler |
| Corporate Communication (Business-to-Business) | | |
| Gold | Flow communications | Hollard Big Ads for Small Businesses |
| Silver | Stone | Accenture in Africa: Strategic Communication to grow the Share of Voice (SOV) to amplify the business offering |

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| Bronze | Stone | Accenture in Africa: Cloud NOW Strategic Communication Campaign |
| Corporate Communication (Business-to-Consumer) | | |
| Silver | Magna Carta Reputation Management Consultants | Old Mutual Insure: From Foe to Friend |
| Bronze | Flow Communications | Hollard Big Ads for Small Business |
| Corporate Citizenship | | |
| Gold | Brandsmith for Jacaranda FM | Spar Carols by Candlelight/Jacaranda FM |
| Silver | The Friday Street Club | SAB Foundation Social Innovation and Disability Empowerment Awards |
| Bronze | Flow Communications | Hollard Big Ads for Small Businesses |
| Covid-19 Campaigns | | |
| Silver | The Blueprint | The Vaccine to Save South Africa Campaign: GCIS Agency |
| Crisis Communication Online | | |
| Gold | Flow Communications | A90 – Archbishop Tutu – In Memoriam |
| Crisis Management | | |
| Gold | PR Worx | Richester Foods |
| Silver | PR Worx | Mrs SA |
| Bronze | Flow Communications | A90 – Archbishop Tutu – In Memoriam |
| Digital Media Relations | | |
| Gold | Brandsmith for Jacaranda FM | Mzansi Quest |
| Silver | Brandsmith for Jacaranda FM | Spar Carols by Candlelight |
| Bronze | BASF | How Chemistry Makes Sound Sleep Possible |
| Environmental | | |
| Gold | Flow Communications | Marine Protected Areas Day |
| Silver | Flow Communications | Climate 360 |
| Bronze | BCW Africa | Cartoon Network Climate Champions |
| Financial Services | | |
| Gold | Clockwork Media | Standard Bank – How About Now |
| Food and Beverage | | |
| Gold | Bonfire Media | KFC Gold Hunt |
| Silver | Tribeca | Phakamisa iSpirit |
| Bronze | Retroviral | The Sixty60 Swindler |
| Gaming and Virtual Reality | | |
| Silver | Flow Communications | #DoitOnPurpose Campaign |
| Bronze | Brandsmith for Jacaranda FM | Mzansi Quest |
| Healthcare and Related Industries | | |
| Gold | Retroviral | Lil-Lets Be You |
| Silver | Tribeca | In the Circle with SOLAL |
| Bronze | Magna Carta Reputation Management Consultants | Share Kindness MTN SA |
| Influencer Management | | |
| Gold | DNA Brand Architects | #NomatriquencyXSteers |
| Silver | One-Eyed Jack | Volkswagen GTI8OnTour |
| Bronze | Ink and Water | #Back2Basics |
| Integration of Traditional and New Media | | |
| Gold | Bonfire Media | KFC Gold Hunt |
| Silver | Retroviral | The Sixty60 Swindler |
| Bronze | One-Eyed Jack | Volkswagen GTI8OnTour |
| Internal Stakeholder Engagement and Communication | | |
| Silver | The Actuate Group | Anglo American Move_Me Campaign |
| Bronze | Flow Communications | #DoitOnPurpose Campaign |
| International Campaign | | |
| Gold | Flow Communications | Archbishop Emeritus Desmond Tutu's 90th Birthday and the 11th Desmond Tutu International Peace Lecture |
| Silver | Hill+Knowlton Strategies | Global Peace Index 2021 |
| Bronze | Clockwork Media | Axis Communications – World Expo Dubai |
| Investor Relations | | |
| Gold | HWB | Ozow – Series B |
| Launch of a New Service or Product | | |
| Gold | One-Eyed Jack | Volkswagen GTI8OnTour |

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| Silver | M-Sports Marketing Communications | Castle Double Malt |
| Bronze | Tribeca | Vitaforce Nutri-B Energy |
| Media Relations | | |
| Gold | Eclipse Communications | Didi South Africa Launch |
| Silver | DNA Brand Architects | #NomatriquencyxSteers |
| Bronze | DNA Brand Architects | My Heritage |
| NGO/NPC Campaign | | |
| Gold | Flow Communications | Zenzele ARV Adherence Campaign |
| Silver | Flow Communications | Marine Protected Areas Day |
| Bronze | Positive Dialogue | Heart & Stroke Foundation SA – Fast Heroes |
| PR on Shoestring | | |
| Silver | Flow Communications | Marine Protected Areas Day |
| Bronze | Retroviral | The Sixty60 Swindler |
| Public Affairs | | |
| Silver | ByDesign Communications | Rail - Third Party Access |
| Publications | | |
| Silver | PR Worx | Bakwena |
| Bronze | ByDesign Communications | Lee Naik and Elewa |
| Reputation and Brand Management | | |
| Gold | Retroviral | Lil-Lets Be You |
| Silver | Flow Communications | Hollard Big Ads for Small Business |
| Bronze | Tribeca | Bolt: Reputation and Brand Management |
| Resources | | |
| Gold | ByDesign Communications | Celebrating Women in Mining |
| Public Sector | | |
| Silver | Flow Communications | Climate 360 |
| Bronze | Council for Scientific and Industrial Research (CSIR) | CSIR Election Prediction Model - National |
| Social Media as a Primary Method of Communication | | |
| Gold | Eclipse Communication | Witchery (Country Road Group) Launch |
| Silver | Retroviral | Lil-Lets Be You |
| Bronze | Retroviral | The Sixty60 Swindler |
| Sponsorship | | |
| Silver | Levergy | Nedbank Breaking Barriers |
| Bronze | Weber Shandwick | Forbes Woman Africa – Leading Woman Summit |
| Sport | | |
| Gold | Levergy | Nedbank Breaking Barriers |
| Silver | Octagon | Sunshine Tour |
| Bronze | M-Sports Marketing Communications | Carling Currie Cup Champions Match |
| Technology | | |
| Gold | Retroviral | The Sixty60 Swindler |
| Silver | MSL | Raising the Voice of South African Youth – TikTok |
| Bronze | Flow Communications | The Sci-Bono Discovery Centre 4IR Campaign |
| Travel and Tourism | | |
| Gold | Flow Communications | The Sci-Bono Discovery Centre 4IR Campaign |
| Silver | The Friday Street Club | V&A Waterfront – Joy from Africa to the World |
| South African Campaign of the Year | | |
| Gold | Retroviral | The Sixty60 Swindler |
| Silver | Retroviral | Lil-Lets Be You |
| Bronze | Flow Communications | Marine Protected Areas (MPA) Day |
| Student Campaign of the Year | | |
| Silver | University of Johannesburg | #AdoptAFirstYearPRStudent Initiative |

| Presidential Awards | | |
|---------------------|-------------------|-----------------------------------|
| Award Rank | Recipient | Name of Award |
| Gold | Naledi Sikwane | Graphic Designer of the Year |
| Gold | Victor Sibeko | Outstanding Legacy of Achievement |
| Gold | Prof René Benecke | Outstanding Legacy of Achievement |

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| Gold | Solly Mbeng | Outstanding Legacy of Achievement |
| Gold | Thabisile Phumo | Outstanding Legacy of Achievement |
| Gold | Lungelihle Zwane | Breakout Star of the Year |
| Gold | Ziyanda Ngobo | Rising Star in Public Relations and Communication |
| Silver | Polello Mowela | Rising Star in Public Relations and Communication |
| Gold | Kgomotso Christopher | Legacy of Accomplishment in South African Arts |
| Gold | Flow Communications | Public Relations and Communication Industry Advancement |
| Gold | Stone | Public Relations and Communication Industry Advancement |
| Gold | Weber Shandwick | Public Relations and Communication Industry Advancement |
| Silver | Tribeca Public Relations | Public Relations and Communication Industry Advancement |
| Bronze | Retroviral | Public Relations and Communication Industry Advancement |
| Gold | Radio Presenter of the Year | Thoriso Maloka Power FM |
| Silver | Radio Presenter of the Year | Mbeti "Mb Flava" Tsiki Metro FM |
| Bronze | Radio Presenter of the Year | Elana Afrika-Bredenkamp Jacaranda FM |
| Gold | Podcast of the Year | Nicolette Mashile Financial Bunny |
| Silver | Podcast of the Year | Sibusiso "Dj Sbu" Leope |
| Gold | Media Personality of the Year | Tebogo "Proverb" Thekisho |
| Silver | Media Personality of the Year | Donald Mbatsho |
| Bronze | Media Personality of the Year | Weza Solange |
| Gold | TV and Radio Producer of the Year | Andisa Ndlovu |
| Gold | Breakout Star of the Year | Dj Romeo Makota |
| Silver | Breakout Star of the Year | Khanyisile Mahlangu |
| Gold | Animator of the Year | Rita Mapeshoane |
| Gold | Oscar Tshifure | Public Relations and Communication Industry Advancement |
| Bronze | Shaw Media | Public Relations and Communication Industry Advancement |
| Silver | The Client PR | Public Relations and Communication Industry Advancement |
| Bronze | Galore SA | Public Relations and Communication Industry Advancement |
| Gold | Paddington Station | Public Relations and Communication Industry Advancement |
| Gold | OR Tambo International Airport | Public Relations and Communication Industry Advancement |

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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