

Two new categories added to the 2015 PRISM Awards

Now in their 18th year, the PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism into public relations and communication programmes as well as strategies that highlight a successful public relations campaign.



The PRISM Awards have added two new categories for the 2015 event:

Best African Network: Consultancies working together on common clients showing a clear African vision and plan, stature and presence of each in market partner.

The 'Campaign of the Year' has been divided into 'Pan African Campaign of the Year' and 'South African Campaign of the Year'. Judges are looking for local insight, tactic adaption for local conditions and results specific to the original objectives.

Other categories:

- Best Up-and-coming Public Relations Professional
- Best Public Relations Professional
- Lifetime Achievement Award
- Best Small Public Relations consultancy (less than 10)
- Best Mid-sized Public Relations consultancy (10 - 34)
- Best Large Public Relations consultancy (larger than 35)
- South African Campaign of the Year (1 award)
- Business-to-business - For an excellent business-to-business Public Relations campaign.
- Consumer Public Relations for an existing product, service or category - Imaginative Public Relations activities around a consumer product.
- Launch of a new service, product or category - Well-planned Public Relations activities around the launch of a service, product or category.
- Financial services and investor relations - Use of public relations for a financial product or service or in investor relations.
- Healthcare - An outstanding public relations campaign in the pharmaceuticals or healthcare industry.
- Technology - The effective use of public relations in the technology sector, including business-to-business and consumer campaigns.
- Travel and tourism - The successful use of public relations in the transport, travel, hotel or tourism industries.
- Resources - The successful use of public relations in the resources industries.
- Environmental - A public relations campaign on an environmental issue with substantial results on society
- Public Affairs - A well-planned and orchestrated public affairs (lobbying) campaign that clearly influenced or changed public policy.
- Public sector - For an effective public sector (local authorities, councils, government departments or government authorities) campaign that used public relations tactics to raise knowledge or awareness or change behaviour.
- Community Relations - For community relations campaigns not conducted by government / local authorities.
- NGO campaign - For an effective public relations campaign by a charity or non-governmental organisation targeting a specific issue.
- Corporate responsibility - Excellence and leadership in CSR.
- Sponsorship - An innovative public relations campaign that promoted or created awareness of sponsorship of an event or activity.
- Corporate communication - For excellence in enhancing a company's overall reputation through corporate communication.

- Campaign best informed by analytics / big - Research conducted for the development of business / communication strategies.
- Internal communication - A creative internal communication campaign that engaged and informed personnel.
- Publications - Public Relations publications such as newsletters or magazines that showed excellence and imagination in communicating with stakeholders.
- Crisis management - Example of excellent communication management during a crisis.
- Media relations - Effective traditional media relations in a Public Relations campaign.
- Social Media for Public Relations (best use of social to lead a programme)
- For excellence in the use of social media as a public relations tool.
- Mobile Media for Public Relations - Excellence in the use of mobile as a public relations tool.
- Best use of an event to build / change reputation (Event management) - The planning and delivery of a successful event with a public relations dimension.
- Public Relations on a shoestring - An imaginative Public Relations campaign done on a small budget.
- Student campaign of the Year - Best communication plan developed on behalf of a client while at a tertiary institution.

Entries close on 6 February 2015, with the judges briefing on 12 February 2015 and the final judging on 6 March 2015.

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