

All the 2023 Prism Awards winners

The 2023 Prism Awards winners were announced at a gala event on Saturday.



Source: BCW Africa [BCW Africa](#) The Presidential Awards saw Bridget von Holdt awarded Gold for Outstanding Legacy of Achievement at the Prism Awards 2023

The 26th edition of the awards took place at the Galleria in Sandton, with the theme of 'Telling a Story'.

The South African Campaign of the Year was awarded to Levergy for the ICC Women's T20 World Cup. The Best Large PR Consultancy was DNA Brand Architects (Gold) and Best Small PR Consultancy was Paddington Station (Gold).

The Presidential Awards saw Bridget von Holdt and Palesa Madumo both awarded Gold for Outstanding Legacy of Achievement, while Bradley Howland received Gold in PR and Communications Industry Advancement.

This year 454 entries were received - the highest number of entries in the history of the Awards - with 390 meet the qualifying criteria, it was decided to award gold, silver, and bronze in all categories.

All the winners

South African Campaign of the year		
Gold	Levergy	ICC Women's T20 World Cup
Best Small Public Relations Consultancy		
Gold	Paddington Station PR	
Silver	Hook, Line & Sinker (HLS)	
Bronze	The Friday Street Club	
Best mid-sized Public Relations Consultancy		
Silver	Alkemi Collective	
Best Large Public Relations Consultancy		
Gold	DNA Brand Architects	
Silver	Flow Communications	
Bronze	Eclipse Communications	
Best Public Relations Intern of the year		
Gold	Thato Mbloi	Grey Advertising
Silver	Lesego Senoela	Magna Carta Reputation Management Consultants
Bronze	Sebatatso Lemoana	Magna Carta Reputation Management Consultants

Best Up-and-Coming Public Relations Professional		
Gold	Lerato Motloung	Hook, Line & Sinkers (HLS)
Silver	Sheila Ramufhufhi	Weber Shandwick
Bronze	Ayanda Mkhwanazi	Hill+Knowlton Strategies
Best Public Relations Professional		
Gold	Candice Rew	Bonfire Media
Silver	Dirk Pierre Slabbert	Paddington Station PR
Bronze	Willem S. Eksteen, Stone CE	Stone Consulting
Arts and Entertainment		
Gold	BCW Africa	Rick and Morty
Silver	Tribeca	LEGO: Ever-changing Play
Bronze	Showmax	Showmax 'Sex in Afrikaans'
Best use of an Event to Build/Change Reputation		
Gold	Magna Carta Reputation Management Consultants	BEAUTY IS BACK! #ClicksBeautyPlayground
Silver	Paddington Station PR	Launch of Angostura Orange & Cocoa Bitters
Bronze	Paddington Station PR	S.Pellegrino Young Chef Academy Regional Final
Best use of visual communications		
Silver	Paddington & Piccadilly Station	Strawberry Lips Don't Be A Hothead
Best use of video communications		
Gold	Retroviral	Map1mp1: The Makazole Mapimpi Story
Silver	Playmakers Sponsorship and Marketing	ABSA #SheUntamed
Bronze	Retroviral	Ultra Pet: My Best Friend
Business-to-Business		
Gold	Tribeca	Torsa launches in South Africa
Silver	Tribeca	Profitroom launches into South Africa
Bronze	Brandsmith for Jacaranda FM	#HerPerfectPitch by Jacaranda FM
Community Relations		
Gold	Tribeca	Gogos with Vuma
Silver	Flow Communications	Calling for comments: National Strategic Plan
Bronze	Weber Shandwick	RE-Imagine Tomorrow
Communication Research		
Bronze	NSRI	A South African Epidemiological Study of Fatal Drownings
Consumer PR Existing Product or Service		
Silver	Tribeca	LEGO: Ever-changing Play
Bronze	DNA Brand Architects	Tastic Heritage Campaign
Bronze	ShopriteX	Checkers Sixty60 & Brad Binder 'Dream Delivered'
Corporate Communication (Business-to-Business)		
Gold	Magna Carta Reputation Management Consultants	Planting Seeds of Hope
Silver	Tribeca	Profitroom launches into South Africa
Bronze	The Friday Street Club	SAB Foundation
Corporate Communication (Business-to-Consumer)		
Gold	Investec South Africa	Investec South Africa
Silver	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg – Abidjan route
Bronze	KAMuses Consultancy	SMME Work
Corporate Citizenship		
Gold	Magna Carta Reputation Management Consultants	#BigUpYourLocal
Silver	Tribeca	Gogos with Vuma
Bronze	Weber Shandwick	Girls4Tech
Crisis Management		
Gold	PR Worx	Richester Foods
Silver	Touchpoint Magna Carta	Project War Room (3Media CEO Transition)
Digital Media Relations		
Gold	Retroviral	Ultra Pet: My Best Friend
Bronze	Flow Communications	20th Nelson Mandela Annual Lecture
Bronze	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg – Abidjan route
Environmental		
Gold	Weber Shandwick	RE-Imagine Tomorrow
Silver	Flow Communications	Marine Protected Areas (MPA) Day 2022

Bronze	Weber Shandwick	RE ESAR Series
Financial Services		
Gold	Levergy	Tasting Notes: A Story of Sound and Wine
Silver	Levergy	Nedbank Cup Reality Football
Bronze	KAMuses Consultancy	Money Market Account
Food and Beverage		
Gold	Paddington Station PR	Angostura Rock Shandy
Silver	Paddington Station PR	Launch of Angostura Orange & Cocoa Bitters
Bronze	Paddington Station PR	S.Pellegrino Young Chef Academy Regional Final
Gaming and Virtual Reality		
Gold	ByDesign Communications	Centennial Schools – Gaming for the Future of Education
Silver	Clockwork Media	Xbox – PC Game Pass
Healthcare and Related Industries		
Silver	Hook, Line & Sinker (HLS)	Diversifying SA's Blood Stem Cell Donor Registry
Influencer Management		
Gold	Hardyboys	Lifebuoy Social Commerce Campaign
Silver	Grey Advertising Africa / WPP Team Liquid	Savanna Twirra Shade
Bronze	Flow Communications	Marine Protected Areas (MPA) Day 2022
Integration of Traditional and New Media		
Gold	Brandsmith for Jacaranda FM	#SafeSpace by Jacaranda FM
Silver	Flow Communications	ForAfrika body of work
Bronze	Magna Carta Reputation Management Consultants	MTN Summer WINdfall
Internal Stakeholder Engagement and Communication		
Gold	Bonfire Media	Search for KFC's Friendliest Restaurant
Silver	Tribeca	The Press Room
Bronze	Flow Communications	One IDC
International Campaign		
Bronze	APO Group	Africa Business Heroes
Investor Relations		
Silver	ByDesign Communications	Anglo American – The Story Behind the Numbers
Launch of a New Service or Product		
Gold	Paddington Station PR	Launch of Angostura Orange & Cocoa Bitters
Gold	Magna Carta Reputation Management Consultants	Ethnogenics Launch
Bronze	One-Eyed Jack	DSTV Content Creator Awards
Media Relations		
Gold	DNA Brand Architects	Tastic Heritage Campaign
Silver	DNA Brand Architects	Your Shade of Beautiful
Bronze	Creative Space Media	Hollard Daredevil Run
NGO/NPC Campaign		
Gold	Tribeca	Gogos with Vuma
Silver	Juno Media	Amnesty International South Africa: The Real Maternity Issue
Bronze	Flow Communications	Marine Protected Areas (MPA) Day 2022
PR on Shoestring		
Silver	Flow Communications & Olivia Jones Communications	Marine Protected Areas (MPA) Day 2022
Bronze	Paddington Station PR	Strawberry Lips Don't Be A Hothead
Bronze	Brandsmith for Jacaranda FM	#SafeSpace by Jacaranda FM
Public Affairs		
Silver	Ogilvy South Africa	MultiChoice: Partners Against Piracy
Bronze	South African Breweries	SAB State of the Beer Economy
Publications		
Silver	Tribeca	The Press Room
Reputation and Brand Management		
Gold	Levergy	ICC Women's T20 World Cup
Silver	Investec South Africa	Investec South Africa
Bronze	Grey Advertising Africa / WPP Team Liquid	The People vs. Savanna Cider
Resources		
Gold	ByDesign Communications	Anglo American – The Story Behind the Numbers
Silver	ByDesign Communications	PlatAfrica 2022

Bronze	Tribeca	Torsa Mnes Opportunity in SA
Public Sector		
Silver	ByDesign Communications	ARIA drives Third Party Access
Social Media as a Primary Method of Communication		
Gold	Magna Carta Reputation Management Consultants	#BigUpYourLocal
Silver	Paddington Station PR	Angostura Rock Shandy
Bronze	Retroviral	Discovery Bank: #HackBlackFriday
Sponsorship		
Gold	Playmakers Sponsorship and Marketing	ASBA#SheUntamed
Silver	Msports Marketing	Momentum's #OneMoreFan Campaign
Bronze	Levergy	Heineken All-Invitational
Sport		
Gold	Retroviral	Map1mp1: The Makazole Mapimpi Story
Silver	Playmakers Sponsorship and Marketing	ABSA#SheUntamed
Bronze	Levergy	Nedbank Cup Reality Football
Technology		
Gold	Tribeca	Gogos with Vuma
Silver	Tribeca	Profitroom launches into South Africa
Bronze	Hook, Line & Sinker (HLS)	CBI-electric: low voltage Astute Range Product Launch
Travel and Tourism		
Gold	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg – Abidjan route
Silver	Flow Communications	Launch of the Karoo National Botanical Garden's Braille Trail
Bronze	Alkemi Collective	Revitalising the Table Mountain Aerial Cableway Company
Presidential Awards		
Award	Recipient	Name of Award
Gold	Bridget von Holdt	Outstanding Legacy of Achievement
Gold	Palesa Madumo	Outstanding Legacy of Achievement
Gold	Bradly Howland	Public Relations and Communication Industry Advancement

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