

# ALL THE WINNERS!

This year's Prism Awards took the form of a short online segment as the ceremony was cancelled in March 2020 due to concerns of the spread of Covid-19...



Host and TV presenter Thabiso Makhubela

“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 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.



Riverbed's new Aware.org campaign draws attention to the real drinking age in South Africa

Riverbed 12 Sep 2019



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.



#Prisms2018: Meet young judge Simbongile Ndlangisa

Jessica Tennant 18 Apr 2018



“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 Madumo.

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

| Arts and Entertainment                             |                                                                                             |                                                                       |                                            |
|----------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------|
| Award                                              | Consultancy/Company                                                                         | Name of campaign                                                      | Client                                     |
| Silver                                             | FleishmanHillard                                                                            | HGTV SA Launch                                                        | Discovery Network                          |
| Special Mention                                    | BCW                                                                                         | Long live the bat                                                     | WarnerMedia                                |
| Bronze                                             | Sheila Afari Public Relations                                                               | Samthing Soweto Isphithiphithi Album                                  | Platoon                                    |
| 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                                         | HMB Communications                                                                          | HMB Communications                                                    | HMB                                        |
| 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                    |
| Gold                                               | One-eyed Jack and Mushroom Productions                                                      | T-Cross City                                                          | Volkswagen South Africa                    |
| Bronze                                             | ByDesign                                                                                    | Orlando Pirates Kit Launch                                            | Orlando Pirates                            |
| Business to business                               |                                                                                             |                                                                       |                                            |
| Silver                                             | Tribeca PR                                                                                  | Nupen Staude de Vries: Year One                                       | Nupen Staude de Vries                      |
| 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                                   |
| Silver                                             | PR Worx                                                                                     | #NikNakAmaCollision                                                   | Pepsico Simba                              |
| Corporate Responsibility                           |                                                                                             |                                                                       |                                            |
| Bronze                                             | Ogilvy JHB                                                                                  | Konica Mvolta SA and Food & Trees for Africa tree planting initiative | Konica Mvolta SA and Food Trees for Africa |
| Crisis Management                                  |                                                                                             |                                                                       |                                            |
| Bronze                                             | PRomote Communication                                                                       | Amashova Durban Classic                                               | Tsogo Sun                                  |
| Digital media relations                            |                                                                                             |                                                                       |                                            |
| Bronze                                             | HMB Communications with String Communications, The Switch Design Company, Umtha Consultancy | 31 Reasons                                                            | MyCiTi Bus Service                         |
| Gold                                               | The Riverbed Agency                                                                         | Underage drinking                                                     | Aware.org                                  |
| Silver                                             | The Riverbed Agency                                                                         | Nedbank MOney Secrets                                                 | Nedbank                                    |
| Financial services                                 |                                                                                             |                                                                       |                                            |
| Gold                                               | King James Group                                                                            | BrokeBy                                                               | TymeBank                                   |
| Bronze                                             | ByDesign                                                                                    | From Credit Bureau To 'Information For Good'                          | Transunion South Africa                    |
| Silver                                             | The Riverbed Agency                                                                         | Nedbank MOney Secrets                                                 | Nedbank                                    |
| Food and Beverage                                  |                                                                                             |                                                                       |                                            |
| Gold                                               | Roth Media Productions                                                                      | GH Mumm Olympe Rose Launch                                            | Pernod Ricard                              |

|                                                     |                                                                                             |                                                                                    |                                                                  |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Bronze                                              | Paddington Station PR                                                                       | Angostura Rock Shandy                                                              | DGB Angostura Aromatic Bitters                                   |
| Silver                                              | Bonfire Media                                                                               | #RaiseYourVillage                                                                  | Simba                                                            |
| <b>Gaming and Virtual reality</b>                   |                                                                                             |                                                                                    |                                                                  |
| Gold                                                | Tribeca PR                                                                                  | Logitech Top Ranked Gaming Mouse                                                   | Logitech Peripherals South Africa                                |
| <b>Healthcare</b>                                   |                                                                                             |                                                                                    |                                                                  |
| Gold                                                | MSL                                                                                         | #FAFChallenge: Leveraging an Iconic SA Moment to Raise Testicular Cancer Awareness | CIPLA                                                            |
| Silver                                              | King James Group                                                                            | In Sync with Sho Madjozi                                                           | Stayfree Johnson & Johnson                                       |
| Bronze                                              | Tribeca PR                                                                                  | MenaCal.7 Woman to the BOne                                                        | MenaCal.7                                                        |
| <b>Influencer Management</b>                        |                                                                                             |                                                                                    |                                                                  |
| Special Mention                                     | DNA Brand Architects                                                                        | Dare To Compare with Nomatriquency                                                 | Massmart/Game                                                    |
| Gold                                                | Retroactive                                                                                 | The World's First Unfluencer                                                       | Biogen                                                           |
| Bronze                                              | The Riverbed Agency                                                                         | Underage drinking                                                                  | Aware.org                                                        |
| Silver                                              | The Riverbed Agency                                                                         | Nedbank MOney Secrets                                                              | Nedbank                                                          |
| <b>Integration of traditional and new media</b>     |                                                                                             |                                                                                    |                                                                  |
| Special Mention                                     | Ogilvy Cape Town                                                                            | Gumtree Re-style                                                                   | Gumtree                                                          |
| Bronze                                              | King James Group                                                                            | In Sync with Sho Madjozi                                                           | Stayfree Johnson & Johnson                                       |
| Gold                                                | One-eyed Jack                                                                               | T-Cross City                                                                       | Volkswagen                                                       |
| Silver                                              | The Riverbed Agency                                                                         | Underage drinking                                                                  | Aware.org                                                        |
| <b>Internal or employee communication</b>           |                                                                                             |                                                                                    |                                                                  |
| Bronze                                              | PR Worx                                                                                     | Sentech Connect                                                                    | Sentech                                                          |
| Silver                                              | The Actuate Group                                                                           | Tswelelopele Day                                                                   | AngloAmerican                                                    |
| Special Mention                                     | Retroviral                                                                                  | LibertyLive.co.za - Conversations driving Change                                   | Liberty Group                                                    |
| <b>International Campaign</b>                       |                                                                                             |                                                                                    |                                                                  |
| Silver                                              | Airtel Networks Zambia PLC                                                                  | Make #ThatConnection                                                               | Airtel Networks Zambia PLC                                       |
| Gold                                                | Retroactive                                                                                 | Kirsten Landman's road to Dakar                                                    | Ryobi                                                            |
| <b>Launch of a new product, service or category</b> |                                                                                             |                                                                                    |                                                                  |
| Gold                                                | King James Group                                                                            | BrokeBy                                                                            | TymeBank                                                         |
| Bronze                                              | One eyed Jack and Mushroom Productions                                                      | T-Cross City                                                                       | Volkswagen South Africa                                          |
| Silver                                              | The Riverbed Agency                                                                         | Underage drinking                                                                  | Aware.org                                                        |
| <b>Media relations</b>                              |                                                                                             |                                                                                    |                                                                  |
| Gold                                                | DNA Brand Architects                                                                        | My Heritage                                                                        | Tastic                                                           |
| Silver                                              | DNA Brand Architects                                                                        | Project Bloodwing                                                                  | SANBS                                                            |
| Bronze                                              | The Riverbed Agency                                                                         | Nedbank MOney Secrets                                                              | Nedbank                                                          |
| <b>NGO Campaign</b>                                 |                                                                                             |                                                                                    |                                                                  |
| Gold                                                | The Riverbed Agency                                                                         | Underage drinking                                                                  | Aware.org                                                        |
| Silver                                              | Havas PR                                                                                    | Limpopo Education                                                                  | Right 2 Read                                                     |
| Bronze                                              | Havas PR                                                                                    | Alex Library                                                                       | Right 2 Read                                                     |
| <b>PR on a Shoestring</b>                           |                                                                                             |                                                                                    |                                                                  |
| Bronze                                              | ByDesign                                                                                    | Tin Soldiers Movie Premiere                                                        | Blink Pictures In Partnership With the Tin Soldiers for Outreach |
| <b>PR on a shoestring</b>                           |                                                                                             |                                                                                    |                                                                  |
| Special Mention                                     | Clockwork                                                                                   | Don't Cross Your T's                                                               | Hyundai                                                          |
| Gold                                                | Tribeca PR                                                                                  | Nupen Staude de Vries: Year One                                                    | Nupen Staude de Vries                                            |
| Silver                                              | Havas PR                                                                                    | Alex Library                                                                       | Right 2 Read                                                     |
| <b>Public Affairs</b>                               |                                                                                             |                                                                                    |                                                                  |
| Silver                                              | Conversations Media and Communications                                                      | Poultry Tariff                                                                     | AME (Association of Meat Importers and Exporters)                |
| <b>Public Sector</b>                                |                                                                                             |                                                                                    |                                                                  |
| Silver                                              | HWB Communications with String Communications, The Switch Design Company, Umtha Consultancy | 31 Reasons                                                                         | MyCiTi Bus Service                                               |
| Bronze                                              | PR Worx                                                                                     | Future Perfect Skills Development                                                  | FP & M SETA                                                      |
| <b>Publications</b>                                 |                                                                                             |                                                                                    |                                                                  |
| Bronze                                              | ByDesign                                                                                    | 25 reasons to Believe                                                              | Anglo American                                                   |
| <b>Reputation and Brand Management</b>              |                                                                                             |                                                                                    |                                                                  |
| Bronze                                              | Tribeca PR                                                                                  | Bolt Enabling Progress                                                             | Bolt                                                             |
| Gold                                                | Tribeca PR                                                                                  | MenaCal.7 Woman to the BOne                                                        | MenaCal.7                                                        |
| 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 |
| Silver                                         | Clockwork                                    | Elantra Black Friday                        | Hyundai South Africa       |
| Bronze                                         | The Riverbed Agency                          | Underage drinking                           | Aware.org                  |
| Sponsorship                                    |                                              |                                             |                            |
| Bronze                                         | BCW                                          | Cartoon Network Soccer Superfan             | WarnerMedia                |
| Gold                                           | Retroactive                                  | Kirsten Landman's road to Dakar             | Ryobi                      |
| 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                     |                            |
| Special Mention                                | IIE Monash                                   | Hear Us Campaign                            | The Cradle of Hope         |
| Silver                                         | UJ                                           | Eternal Metamorphosis                       |                            |
| Technology                                     |                                              |                                             |                            |
| Silver                                         | ByDesign in partnership with Fury Consulting | Hacked Off: Taking Cybersecurity mainstream | Mmecast                    |
| Travel and Tourism                             |                                              |                                             |                            |
| Bronze                                         | Ogilvy Cape Town                             | Turkish Airlines - Insta Istanbul           | Turkish Airlines           |
| Silver                                         | Ogilvy Cape Town                             | Turkish Airlines - Lion Rescue              | Turkish Airlines           |

*In case you missed it, watch the ceremony on [YouTube](#).*

For more, visit: <https://www.bizcommunity.com>