

UJ students win IPRA Golden World Award

A 25-member team of PR students from the University of Johannesburg has won the Golden World Award from the International Public Relations Association (IPRA) in July 2016, following its win in April 2016 of the PRISA Gold and Silver Award in the South African Public Relations Campaign of the Year category.

The students were required to produce an innovative public relations campaign for South Africa's first dance film, *Hear Me Move*. The public relations campaign involved a 360-degree approach to create awareness. This included publicity, dance flash mobs, social media engagement and giveaways, a digital influencer campaign, cinema activations, streetlamp billboards and brand affiliated dance themed get-togethers.

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