

Atmosphere swoops off with overall PRISM Gold

Overall Gold was awarded to Atmosphere's "Not the World Cup" campaign for kulula.com last night, Thursday, 24 March 2011, at the annual PRISM Awards at the Vineyard Hotel & Spa in Cape Town. The campaign will now be entered into the IPRA Golden World Awards for Excellence in the UK, which offers world-wide recognition and acclaim to world-class PR programmes. [updated]



Gold also went to Greater Than's Tyrone van Heerden ([@tyronevh](#)) and Leandi Jamneck ([@LeandiJamneck](#)), the former for Best PR Professional in Media Liaison and the latter for Best Up-and-coming PR Professional.

Out of 166 entrants, the "Not the World Cup" campaign was judged to be topical, entertaining and - above all - valuable for the client. It took advantage not only of the massively popular FIFA World Cup but of the public's perception of FIFA's "heavy-handedness" in protecting its sponsors' rights, as well as the media's ongoing reports of collusion in the airline industry.

Media talking point



Ticket sales were boosted and the brand became a media talking point. Atmosphere's combination of media relations, two once-off advertisements and what it terms a "very affordable publicity stunt in London", secured 332 items of coverage for kulula.com in South Africa and internationally.

"The value of coverage Atmosphere generated with this campaign is over R8.6 million," comments Bridget von Holdt, PRISM Awards spokesperson. "On top of that, 50 000 extra seats were filled on the airline. The Gold Award was earned in this case by a company that ticked all the boxes when it comes to excellence in communication. Congratulations to Atmosphere and those involved in what we saw as a truly remarkable campaign.

"Atmosphere's campaign met all the criteria the PRISM judges look for in benchmark work. It was clear that Atmosphere was paying attention to public talking points throughout the campaign. Its use of humour across a variety of channels served not only to communicate kulula.com's message of cheap flight availability throughout the world cup, but to keep the brand top of mind among all South Africans. That's public relations and communication at its best," adds Von Holdt.

"We have every confidence that Atmosphere's campaign will fly at IPRA, too. The standard of entries seen by the PRISM judges can hold their own anywhere."

View [Atmosphere's "Not the World Cup" campaign entry summary](#).

All the winners, except individual

Award	Category	Consultancy/company	Campaign	Client	Category sponsor
Gold	NGO campaign	On Course Communications	Cape Town International Kite Festival 2010	Cape Mental Health	Anglo American
Silver	NGO campaign	Atmosphere Communications	Shine Centre Media Relations	Shine Centre	Anglo American
Bronze	NGO campaign	Rotary International District 9350	Kick Polio out of Africa	Rotary International	Anglo American
Silver	Corporate Social Responsibility	Ogilvy Public Relations Cape Town	Percy Bartley House	Percy Bartley House	Viv Gordon Placements
Bronze	Corporate Social Responsibility	PR Worx	Anglo American CSI	Anglo American	Viv Gordon Placements

Bronze	Corporate Social Responsibility	Traffic Communications	Lance for Life Tour 2010	The JAG Foundation	Viv Gordon Placements
Silver	Crisis Communication	Development Communication Solutions	Limpopo Jewellery Cluster: from crisis to credibility	Limpopo Jewellery Cluster	Metrorail
Silver	Crisis Communication	PR Worx	Zakumi, FIFA World Cup™ Mascot Crisis	Global Brands Group	Metrorail
Gold	Media Relations	Gautrain Management Agency/Bombela Concession Company	Dreams do come true		
Gold	Media Relations	Ogilvy Public Relations Cape Town	Goodbye bottles, hello Sodastream	Sodastream	
Gold	Media Relations	The Lime Envelope	rAge: Traditional media relations for a 21st century expo	Wild Blue Media t/a rAge	AdVantage
Silver	Media Relations	Atmosphere Communications	ghd Media Relations Campaign	ghd South Africa	AdVantage
Silver	Media Relations	City of Cape Town Communication Department	Overall media communication 2010	City of Cape Town	AdVantage
Silver	Media Relations	FD Media & Investor Relations	kalahari.net Festive Season Shopping Survey	kalahari.net	AdVantage
Silver	Media Relations	Marcus Brewster Publicity	Bar One Man Hunt	Nestlé	
Silver	Media Relations	Marcus Brewster Publicity	Johns Hopkins Health & Education South Africa - Intersextions	Johns Hopkins Health & Education South Africa	AdVantage
Silver	Media Relations	McCann MSP	8.ta Internal Launch	Telkom SA - 8.ta	AdVantage
Silver	Media Relations	Ogilvy Public Relations Cape Town	Sunday Times - Zulu Edition	Sunday Times	AdVantage
Silver	Media Relations	PR Worx	Anglo American CSI	Anglo American	AdVantage
Bronze	Media Relations	Chatroom	SolarWorld Sun-TV Campaign	SolarWorld Africa	AdVantage
Bronze	Media Relations	Livewired Public Relations	Powering Awareness for Braun	Fore Good Group	AdVantage
Bronze	Media Relations	MMCommunications cc	Kalahari Resources Hijacking on CIPRO	Kalahari Resources & Kalahari Manganese	AdVantage
Bronze	Media Relations	Ogilvy Public Relations Cape Town	Stellenbosch University - Water Institute	Stellenbosch University	AdVantage
Bronze	Media Relations	Ogilvy Public Relations Cape Town	Stellenbosch University - The Hope Project (Repositioning)	Stellenbosch University	AdVantage
Bronze	Media Relations	The Riverbed Agency	SacOil Profiling	SacOil (Pty) Ltd	AdVantage
Gold	Corporate Communication	Marcus Brewster Publicity	Mango Corporate Communication	Mango	FinMedia24
Silver	Corporate Communication	FD Media & Investor Relations	brandhouse Responsible Drinking Campaign	brandhouse	FinMedia24
Bronze	Corporate Communication	Reputation Matters	Corporate Communication and public relations campaign for Collect-a-Can	Collect-a-Can	FinMedia24
Gold	Launch of a new product	Marcus Brewster Publicity	MTN iPhone4 Launch	MTN	
Gold	Launch of a new product	Traffic Communications	Launch of Women's Health Magazine in South Africa	Touchline Media	
Silver	Launch of a new product	Fleishman-Hillard South Africa	Launch of Kinect for Xbox 360	Microsoft South Africa	
Silver	Launch of a new product	Magna Carta Public Relations	Credit Card for Women (MyCard)	Standard Bank SA	
Bronze	Launch of a new product	The Alchemist PR	Panasonic SA Home-Coming	Panasonic South Africa	
Bronze	Launch of a new product	Ogilvy Public Relations Cape Town	Sunday Times - Zulu Edition	Sunday Times	
Silver	Launch of a new service	Marcus Brewster Publicity	Bringing a new solar energy service to market	Solairedirect Southern Africa	
Bronze	Launch of a new service	City of Cape Town Transport Department	Cape Town's 2010 FIFA World Cup™ Transport Communication Campaign		
Bronze	Launch of a new service	Gautrain Management Agency Bombela Concession Company	Dreams do come true		
Gold	Consumer public relations for an existing product	Atmosphere Communications	ghd Public Relations Campaign	ghd South Africa	
Gold	Consumer public relations for an existing product	Livewired Public Relations	Duracell South Africa, The Power to Break World Records	Fore Good Group	

Gold	Consumer public relations for an existing product	Marcus Brewster Publicity	Kelly Rowland: "Everywhere you go"	MTN	
Gold	Consumer public relations for an existing product	Traffic Communications	Veuve Clicquot champagne Yellow by Design	Veuve Clicquot	
Silver	Consumer public relations for an existing product	Atmosphere Communications	Softlips Stylist Search	Mentholatum South Africa	
Silver	Consumer public relations for an existing product	Hello World Agency	Simba "What's Your Lekker Flavour?"	Simba	
Silver	Consumer public relations for an existing product	Marcus Brewster Publicity	Taking Castle Lite Everywhere	SAB Castle Lite	
Silver	Consumer public relations for an existing product	Plato Communications (Cadbury/Kraftfood In-house Public Relations Department)	Stimorol "Flavas that Last"	Cadbury South Africa/Kraft Foods South Africa	
Silver	Consumer public relations for an existing product	Vivid Luxury Marketing	Belvedere Vodka	Belvedere Vodka South Africa	
Bronze	Consumer public relations for an existing product	Magna Carta Public Relations	Standard Bank: Savings & Investments 2010	Standard Bank SA	
Bronze	Consumer public relations for an existing product	Magna Carta Public Relations	The Captain Morgan Spiced Gold Pose Off	Captain Morgan Spiced Gold (Brandhouse)	
Bronze	Consumer public relations for an existing product	Plato Communications (Cadbury/Kraftfood In-house Public Relations Department)	Cadbury Dairy Milk - Glass and a half full Productions	Cadbury South Africa	
Gold	Consumer public relations for an existing service	Tribeca Public Relations	FNB Whisky Live Festival Public Relations Campaign 2010	First National Bank	
Gold	e-Public Relations/Social Media	Atmosphere Communications	Steri Stumpie Flavournation	Steri Stumpie/Parmalat SA (Pty) Ltd	Mobilitrax
Gold	e-Public Relations/Social Media	Marcus Brewster Publicity	Mango Social Media	Mango	Mobilitrax
Gold	e-Public Relations/Social Media	Retroviral Digital Communications	Nando's: Introducing our CEO (Chicken Excellence Officer)	Nando's South Africa	Mobilitrax
Silver	e-Public Relations/Social Media	Atmosphere Communications	Softlips Stylist Search	Mentholatum South Africa	Mobilitrax
Silver	e-Public Relations/Social Media	Atmosphere Communications	Sanlam Employee Benefits Save Your Future	Sanlam Employee Benefits	Mobilitrax
Silver	e-Public Relations/Social Media	Fleishman-Hillard South Africa	Introducing the Nokia N8	Nokia South Africa	Mobilitrax
Silver	e-Public Relations/Social Media	Gautrain Management Agency	Gautrain Social Media		Mobilitrax
Silver	e-Public Relations/Social Media	Gillian Gamsy International Communications	I choose to Live	Novo Nordisk A/A	Mobilitrax
Gold	Public relations on a shoestring	Atmosphere Communications	Floors Direct with a focus on the Kronotex Range	Floors Direct	
Gold	Public relations on a shoestring	Greater Than	The Pedigree® Ahound South Africa Tour	Mars Africa - Pedigree®	
Silver	Public relations on a shoestring	Atmosphere Communications	Scotland from Home	brandhouse Beverages	
Silver	Public relations on a shoestring	Marcus Brewster Publicity	Neo Africa Sing it Loud, Sing it Proud	Neo Africa	

Silver	Public relations on a shoestring	On Course Communications	Cape Town International Kite Festival 2010	Cape Mental Health	
Silver	Public relations on a shoestring	PR Worx	John Travolta Supports Qantas Soccerroos	Qantas Airways	
Bronze	Public relations on a shoestring	Chatroom	The Cape Cobra story	Cape Cobra	
Bronze	Public relations on a shoestring	Magna Carta Public Relations	Build-a-Bear Workshop Soccer Fever Campaign	Build-a-Bear Workshop	
Bronze	Public relations on a shoestring	Magna Carta Public Relations	Launch of the Oxford IsiZulu Dictionary	Oxford University Press SA	
Bronze	Public relations on a shoestring	Ogilvy Public Relations Cape Town	Goodbye bottles, hello Sodastream	Sodastream	
Silver	Internal Communication	University of Pretoria	University of Pretoria Spring Day	University of Pretoria	
Bronze	Internal Communication	ABSA	Driving strategic execution through effective employee engagement		
Bronze	Internal Communication	Liberty Group Communications	Liberty Game Plan 2010		
Silver	Public Affairs	The Alchemist PR	Yes to Renewables	South African Wind Energy Association	
Silver	Public Sector	City of Cape Town Transport Department	Moving to Public Transport		Oasys Innovations
Silver	Public Sector	Gautrain Management Agency	For People on the Move		Oasys Innovations
Silver	Public Sector	Ogilvy Public Relations Cape Town	Stellenbosch University - The Hope Project (Repositioning)	Stellenbosch University	Oasys Innovations
Silver	Public Sector	Ogilvy Public Relations Cape Town	LexisNexis: Annual Labour Law Conference	LexisNexis	Oasys Innovations
Gold	Financial services and investor relations	Atmosphere Communications	SEB Symposium, general media relations and supporting consumer campaign	Sanlam Employee Benefits	CIMA
Silver	Healthcare	Redline - a division of DraftFCB South Africa	Pradaxa Launch	Boehringer Ingelheim	
Gold	Event Management	At Vogue Communications Agency	The Walking Dead	Fox International Channels	AV Direct CC
Silver	Event Management	Marcus Brewster Publicity	KitKat Comedy	Nestlé - KitKat	AV Direct CC
Silver	Event Management	McCann MSP	8.ta Internal Launch	Telkom SA - 8.ta	AV Direct CC
Gold	Technology	Atmosphere Communications	MWEB - Uncapped ADSL	MWEB	Spearhead
Bronze	Technology	Greater Than	Beyond Uncapped	MWEB	Spearhead
Bronze	Technology	Sentient Communications	Teraco: Vendor Neutral Quality Particular	Teraco Data Environments	Spearhead
Silver	Travel & Tourism	City of Cape Town Transport Department	Cape Town's 2010 FIFA World Cup™ Transport Communication Campaign		Pepenero
Silver	Sponsorship	Arcay Communications	McDonald's 2010 FIFA World Cup™ Media Relations campaign	McDonald's South Africa	
Bronze	Sponsorship	Fleishman-Hillard South Africa	First National Bank - 2010 FIFA World Cup™ Sponsorship	First National Bank	
Gold	Publications	Ogilvy Public Relations Cape Town	Weylandts Newsletter	Weylandts (Pty) Ltd	Marketing Services and Communications
Silver	Publications	Marcus Brewster Publicity	Mango Juice	Mango	Marketing Services and Communications
Gold	Environmental	Ogilvy Public Relations Cape Town	Stellenbosch University - Water Institute	Stellenbosch University	
Silver	Environmental	Gillian Gamsy International Communications	Clean City Campaign	PikiTup - City of Joburg's Waste Management Company	
Silver	Environmental	Malachite Marketing and Media	South African Risk and Vulnerability Atlas	CSIR	
Bronze	Business-to-business	Marcus Brewster Publicity	Rezidor Hotel Group Business Development	Rezidor Hotel Group	GetOnlineSA
Bronze	Business-to-business	Sentient Communications	GSM Association 'Mobile Broadband' campaign - AfricaCom	GSM Association	GetOnlineSA

Gold - overall winner	Soccer World Cup Campaign	Atmosphere Communications	The 'Not The World Cup' Campaign	kulula.com	Airports Company South Africa
Gold	Soccer World Cup Campaign	Marcus Brewster Publicity	Kelly Rowland: "Everywhere you go"	MTN	Airports Company South Africa
Silver	Soccer World Cup Campaign	Marcus Brewster Publicity	Neo Africa Sing it Loud, Sing it Proud	Neo Africa	Airports Company South Africa
Silver	Soccer World Cup Campaign	Ogilvy Public Relations Johannesburg	Diski Dance	South African Tourism	Airports Company South Africa
Silver	Soccer World Cup Campaign	Plato Communications (Cadbury/Kraftfood In-house Public Relations Department)	Cadbury Lunch Bar - Laduma!	Cadbury South Africa	Airports Company South Africa
Silver	Soccer World Cup Campaign	PR Worx	John Travolta Supports Qantas Socceroos	Qantas Airways	Airports Company South Africa
Bronze	Soccer World Cup Campaign	Atmosphere Communications	V&A Waterfront World Cup Media Relations	V&A Waterfront	Airports Company South Africa
Bronze	Soccer World Cup Campaign	City of Cape Town Transport Department	Cape Town's 2010 FIFA World Cup™ Transport Communication Campaign		Airports Company South Africa
Bronze	Soccer World Cup Campaign	M&C Saatchi Sport and Entertainment	Coca-Cola's 2010 FIFA World Cup™ Campaign	The Coca-Cola Company	
Bronze	Soccer World Cup Campaign	Ogilvy Public Relations Johannesburg	Castle Lager SuperFans	South African Breweries	Airports Company South Africa
Bronze	Soccer World Cup Campaign	Platinum Public Relations	SPace: Currencies on Contemporary African Art	Kizo Art Gallery	Airports Company South Africa
Bronze	Soccer World Cup Campaign	Splash PR & Media Consultants	Puma Soccer World Cup campaign 2010	PUMA	Airports Company South Africa

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Gold, Silver and Bronze winners added at 1.17pm at 25 March 2011.

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