

Prism Awards entries top out again

This year's entries for the annual Prism Awards, being announced on 19 April 2015, again attracted record entries, particularly in the Launch of a New Product, Service or Category. The judges will have to evaluate 213 entries across 37 categories.



"This year's judging process is going to be a very robust and interactive one," says Marilyn Watson, Chief Judge of the PRISM Awards. "Each year the competition just gets tougher."

Leading consultancies from across the Continent are again well represented, with a number of them submitting entries in multiple categories. As per previous years, the most popular categories were the Launch of a New Product, Service or Category (20), closely followed by the Social Media for Public Relations (17) and Consumer PR for an Existing Product, Service or Category (17). New categories such as African Campaign of the Year and African Network of the Year seem to be well accepted, attracting several entries.

Over 40 judges have been selected to adjudicate the entries, while a separate panel will judge the South African Campaign of the Year and Pan African campaign of the year from a shortlist of five noteworthy campaigns.

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