

## All the African SABRE PR winners

GABRONE, Botswana - The African Public Relations Association (APRA) honoured the top public relations campaigns at the SABRE Awards, as part of APRA's annual conference held in Botswana, last week.



SABRE Awards, Africa.

Ogilvy took home top honours, the Platinum SABRE Award for the best African public relations campaign of the year, at the second annual African SABRE Awards ceremony. The Platinum award, presented to the *Life Uncensored* campaign for pharmaceutical company Pfizer, capped an exceptional night for Ogilvy, which also took home four Diamond and Gold SABREs—more than any other agency.



Promoting values: Taking back the African narrative

11 May 2018



Competition for the top prize was fierce, with a record number of entries from a record number of countries across the continent—including Kenya, Morocco, Nigeria and South Africa. Ogilvy and Pfizer beat out 32 other trophy winners, including four Platinum SABRE finalists:

- Innovation Prize for Africa 2017: African Innovation Foundation with Djembe Communications.
- *Jameson Connects*: Jameson Irish Whiskey with Brands we Love Agency.
- *Rouge New Era Sessions*: Rouge with Instinctif Partners.
- *Siemens AirDrop*: Siemens South Africa Atmosphere Communications together with the King James Group Companies.

“This year saw not only a significant increase in the number of entries, but a real improvement in quality too,” said Paul Holmes, of the famous Holmes Report, who chaired the SABRE judges.

“Across Africa, public relations people are producing creative, innovative, and socially-beneficial PR campaigns, engaging consumers and other stakeholders, and driving meaningful results. The best work in Africa is also among the best work in the world.”

Other agencies with multiple trophies on the night, included: Instinctif Partners (four); Edelman (three); Burson-Marsteller branded agencies - FleishmanHillard, Hill+Knowlton Strategies, Nigeria’s Image Merchants Promotion and Red Media, and Reputation Matters of South Africa (two each).

All the winners:

## **PLATINUM SABRE AWARD FOR BEST IN SHOW:**

*Life Uncensored*—Pfizer with Ogilvy

## **THE DIAMOND SABRE AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS IN THE C-SUITE**

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN BRAND-BUILDING** winner: *Don’t Just Think; Do*—Lipton with Red Media Africa

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN REPUTATION MANAGEMENT**, winner: Instinctif Partners —Bryte Insurance Company Ltd

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN RESEARCH AND PLANNING**, winner: Brands in Motion—WE Communications

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN MEASUREMENT AND EVALUATION**, winner: Reputation Research to Take the IoDSA’s Reputation to the Next Level—Institute of Directors Southern Africa with Reputation Matters

## **GOLD SABRE AWARDS FOR PUBLIC RELATIONS CAMPAIGNS: GEOGRAPHIC CATEGORIES**

**NORTHERN AFRICA**, winner: Social Engagement inwi with PR Media

**WESTERN AFRICA**, winner: *Jameson Connects*—Jameson Irish Whiskey with Brands we Love Agency

**EASTERN AFRICA** , winner: *The Red Card campaign*—The National Integrity Alliance with in house work by Chapter One and Transparency International

**SOUTHERN AFRICA**, winner: *Rouge New Era Sessions*—Rouge with Instinctif Partners

## **PRACTICE AREA CATEGORIES**

**BUSINESS-TO-BUSINESS MARKETING** winner: MasterCard’s MasterPass QR - Kenya Launch. *A Hands-On*

**Approach to Technology**—MasterCard SSA with FleishmanHillard South Africa

**CAUSE-RELATED MARKETING** winner: *Siemens AirDrop*—Siemens South Africa with Atmosphere Communications together with the King James Group Companies

**CORPORATE IMAGE** winner: *Rouge New Era Sessions*—Rouge with Instinctif Partners

**CORPORATE SOCIAL RESPONSIBILITY** winner: JSE Investment Challenge 2017—The Johannesburg Stock Exchange with Hill+Knowlton Strategies South Africa

**CRISIS/ISSUES MANAGEMENT** winner: *Boko Haram Media War: An Encounter with the Spymaster*—Yushau A. Shuaib, Author with Image Merchants Promotion Limited

**DIGITAL CAMPAIGN** winner: *Life Uncensored*—Pfizer

**FINANCIAL COMMUNICATIONS** winner: *Sage Budget Speech 2017*—Sage (Africa & Middle East region) with Idea Engineers

**INTEGRATED MARKETING** winner: *LUX #WeAreMore*—Unilever with Edelman South Africa

**MARKETING TO CONSUMERS (new product)** winner: Paul South Africa: Celebrating Five Generations of French Art de Vivre—Paul South Africa with FleishmanHillard South Africa

**MARKETING TO CONSUMERS (existing product)** winner: *Axe Find Your Magic*—Unilever with Edelman South Africa

**MEDIA RELATIONS** winner: Innovation Prize for Africa 2017 - African Innovation Foundation with Djembe Communications

**PUBLIC AFFAIRS/GOVERNMENT RELATIONS** winner: *The Red Card Campaign*—The National Integrity Alliance with in house work by Chapter One And Transparency International

**PUBLIC EDUCATION** winner: *Prison Decongestion: Tackling the Plight of Awaiting Trial Inmates* (ATI)—Nigerian Prison Service with Image Merchants Promotion Limited

**SOCIAL MEDIA CAMPAIGN** winner: *KFC Black Fried Day*—KFC

**SPECIAL EVENT/SPONSORSHIP** winner: *Doggy Day* with Guinness World Records and [dotsure.co.za](http://dotsure.co.za)—[dotsure.co.za](http://dotsure.co.za) with Clockwork Media

**ASSOCIATIONS** winner: Reputation Research to Take the IoDSA's Reputation to the Next Level—Institute of Directors Southern Africa with Reputation Matters

**CONSUMER PRODUCTS/SERVICES** winner: Nimue 12 Week Challenge *#NoMakeUpBride*—Nimue

**FASHION AND BEAUTY** winner: Nyoa Ki Pro Na Gillette, *Shave Like A Pro Using Gillette*—Hill+Knowlton Strategies Kenya

**FINANCIAL AND PROFESSIONAL SERVICES** winner: SABRE Award entry from Instinctif Partners—Bryte Insurance Company Ltd with Instinctif Partners

**FOOD AND BEVERAGE** winner: *There is More Behind The Star* - Heineken with Red Media Africa

**HEALTHCARE winner: *Life Uncensored*—Pfizer**

**MEDIA, ARTS AND ENTERTAINMENT winner: Cartoon Network Introduces Africa's Very Own Powerpuff Girl—Turner's Cartoon Network Africa with Burson-Marsteller Africa**

**NOT FOR PROFIT/CHARITIES CERTIFICATE OF EXCELLENCE: *Heart Tour*—Iconprod Burson-Marteller**

**PUBLIC SECTOR/GOVERNMENT winner: Free Trade Zone Regulatory Issue—Nigerdock with CMC Connect Burson-Marsteller**

**TECHNOLOGY winner: Emotion Tracking & Driver Behaviour Research—Shell South Africa with Edelman South Africa.**

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