

All the 2017 Prisa Prism Award winners!

Winners of the 2017 Public Relations Institute of South Africa's (Prisa) Prism Awards were announced at a ceremony at The Park House of Events on 6 May 2017 following its two-day annual conference.



Prisa 2017 PrismAwards campaign of the year winners.

Prisa's Prism Awards are now in their second decade of celebrating public relations and corporate communications excellence locally.



#Prisms2017: It's a celebration

Danette Breitenbach 16 Mar 2017



Overall gold for campaign of the year went to **Retroviral and Tribeca Public Relations** for RocoMamas' #Election Burger, with **Clockwork Media** the most awarded agency on the night.

Prism Awards 2017 tally by PR consultancy

Consultancy	Overall Gold	Gold	Silver	Bronze	Special mention	Total
Amanda Sapo			1			1
Atmosphere Communications			1	2		3
Atmosphere Communications and the King James Group		3	2	1		6
Barclays Africa Group Limited				1		1
Bonfire Media			1			1
Burson-Marsteller (Pty) Ltd		1		1		2
ByDesign Communications		1	1			2
Clockwork Media		2	7	3		12
Development Communications Solutions		1				1
Engage Joe Public		1	1	2	1	5
Epic MSLGROUP		1			1	2
Fleishman Hillard					1	1
FleishmanHillard South Africa			1			1
Greater Than					1	1

Gullan & Gullan Digital			1		1
Havas PR South Africa		2			2
Idea Engineers		1			1
Lameez Mbhd	1				1
Magna Carta Reputation Management Consultants			1		1
Mahle Behr		1			1
Ogilvy & Mather Cape Town		2	2		4
Ogilvy Public Relations			4		4
One-eyed Jack	1				1
Plato Communications			2		2
Playmakers Sponsorship		1			1
Positive Dialogue Communications	1				1
PR Worx	1	5	3	2	11
Retroviral and Tribeca Public Relations	1				1
Retroviral Digital Communication		1			1
Tribeca Public Relations		2	2		4
University of Johannesburg		1	1		2

The Lifetime Award went to MP Sejamothopo '**Sej' Motau**, current ambassador-at-large for Prisa and chairman of the Global Alliance for Public Relations and Communication Management. He was also awarded the Lifetime Achievement Award for outstanding contribution to international public relations at the International Public Relations Festival in Mauritius from the Public Relations Association of India in 2008.

All the 2017 Prisa Prism Award winners

Consultancy	Project	Client	Award
African network of the year			
Burson-Marsteller (Pty) Ltd			Gold
Best large public relations consultancy			
Clockwork Media			Silver
Ogilvy Public Relations			Bronze
Best mid-sized public relations consultancy			
Atmosphere Communications			Silver
PR Worx			Bronze
Best small public relations consultancy			
Engage Joe Public			Silver
Retroviral Digital Communication			Silver
Best up and coming public relations professional			
Lameez Mbhd	Ogilvy Public Relations		Gold
Amanda Sapo	Clockwork Media		Silver
Best use of an event to build/change reputation			
Clockwork Media	E! Africa launch	NBCUniversal	Silver
Tribeca Public Relations	Shield MotionSense launch	Shield	Silver
Plato Communications	Halls Flash Mob	Mondelez International	Bronze
Best use of social media as a support tool in a communication programme			
Clockwork Media	LGV20 launch		Gold
Tribeca Public Relations	#ShieldItsYourMove influencer campaign	Shield	Silver
Clockwork Media	E! Africa Launch	NBCUniversal	Bronze
Fleishman Hillard	#MissingType	The South African National Blood Service	Special mention
Business-to-business			
Atmosphere Communications and the King James Group	1001 Days	Santam	Gold
Burson-Marsteller (Pty) Ltd	Multi-country brand building across Africa	SES	Bronze

Epic MSLGROUP	Amplifying the square peg movement: Driving entrepreneurial activity in South Africa	BUSINESS/PARTNERS	Special mention
Campaign best informed by analytics/big data (No gold winner)			
Atmosphere Communications and the King James Group	1001 Days	Santam	Silver
Ogilvy Public Relations	KFC Burrito	KFC	Bronze
Campaign of the Year			
Retroviral and Tribeca Public Relations	RocoMamas #Election Burger	RocoMamas	Overall gold
Community Relations			
Development Communications Solutions	The Abashitshi Social mobilisations	Sappi Forestry Division	Gold
Mahle Behr	Science2Go Schools campaign	MAHLE Behr and CASME	Silver
Consumer PR for an existing product or service			
Bonfire Media	Hellmann's #RockYourBurger	Hellman's Mayonnaise	Silver
Atmosphere Communications and the King James Group	Bostik Book of Unbelievable Beasts	Permoseal	Bronze
PR Worx	DStv Delicious International Food & Music Festival	Massive Management	Special mention
Corporate communication			
FleishmanHillard South Africa	Mastercard @ WEF Africa 2016	Mastercard	Silver
Ogilvy Public Relations	Creating a GIBB Subject Matter Expert	GIBB Engineering	Bronze
Corporate responsibility			
PR Worx	Mimi Women Shock Box	Mimi Women	Gold
Ogilvy Cape Town	Amarok Social Test Drive	Volkswagen	Silver
Plato Communications	Cadbury P.S. #PSGiveADress	Mondelez International	Bronze
Crisis management			
PR Worx	SA Express: Mayday Grounding	SA Express	Silver
Environment			
Engage Joe Public	#Cloverdroughtrelief	Clover South Africa	Gold
PR Worx	33 Lions: Spirit of Freedom	Animal Defenders International	Bronze
Financial services			
Atmosphere Communications and the King James Group	#Conspicuoussaving	Sanlam	Gold
Idea Engineers	"Sage Knows" Budget Speech Campaign 2016	Sage	Silver
Engage Joe Public	#SKELM	SABRIC	Bronze
Healthcare			
ByDesign Communications	Launch of #VaginaVarsity	Libresse	Gold
Gullan & Gullan Digital	myADHD	Janssen Pharmaceutica	Bronze
Internal communication			
Clockwork Media	Rollout of Office 365	Standard Bank	Silver
Barclays Africa Group Limited	TechMoola		Bronze
Launch of a new product, service or category			
Epic MSLGROUP	Dunkin' Donuts give South Africans the power to get their taste of Dunkin' sooner	Dunkin' Donuts	Gold
Atmosphere Communications	91 LTD Denim Campaign	Cotton On Group	Bronze
Media relations			
One-eyed Jack	Rocking the Daisies	Rocking the Daisies	Gold
Clockwork Media	Launch of Cape Town	NBCUniversal	Silver
Atmosphere Communications	Launch of Monopoly Mzansi Edition	HASBRO South Africa	Bronze
NGO campaign			
PR Worx	Mimi Women Shock Box	Mimi NPC:	Silver
PR Worx	33 Lions: Spirit of Freedom	Animal Defenders International	Silver

Ogilvy & Mather Cape Town	Slave Calendar	Iziko Slave Lodge Museum / Geometry Global	Bronze
Engage Joe Public	#SKELM	SABRIC	Special mention
Greater Than	McDonald's South Africa must go Cage-Free	Beauty without Cruelty SA, United Front 4 Animals, Owl, SAFCEI, Animal Voice, The Official South African Representative of Compassion in World Farming SA	Special mention
NGO campaign student			
University of Johannesburg	IOM#TraffickingIsReal	IOM	Gold
Public relations on a shoestring			
Positive Dialogue Communications	weFix Shark Spotters Campaign	WEFIX	Gold
Havas PR South Africa	Rugby That's So Gay	The Jozi Cats	Silver
Ogilvy & Mather Cape Town	Slave Calendar	Iziko Slave Lodge Museum / Geometry Global	Bronze
PR Worx	Mmi Women Shock Box Shoestring Budget	Mmi Women	Special mention
Public sector			
PR Worx	e-Tags: Because it's the right thing to do - Bakwena	Bakwena Platinum Corridor Toll Concessionaire	Silver
Engage Joe Public	#SKELM	SABRIC	Bronze
Publications			
Clockwork Media	LinkedIn Digital Influencer of The Year	Lee Naik	Bronze
Social media as the primary method of communication (best use of social to lead a programme with no social media spend)			
Tribeca Public Relations	RocoMamas #ElectionBurger	RocoMamas	Gold
Clockwork Media	Lee Naik - LinkedIn Digital Influencer of The Year	Lee Naik	Silver
Engage Joe Public	#JetLoveYourSelf	Jet	Bronze
Social media as the primary method of communication (best use of social to lead a programme)			
Atmosphere Communications and the King James Group	#ConspicuousSavings		Gold
Ogilvy Cape Town	Polo Beats	Volkswagen	Silver
Ogilvy Public Relations	KFC Burrito	KFC	Bronze
Social media to launch a new product (no gold winner)			
Clockwork Media	LG v20 launch	LG	Silver
Magna Carta Reputation Management Consultants	Almond Breeze South Africa	Almond Breeze South Africa	Bronze
South African campaign of the year - finalist			
Atmosphere Communications and the King James Group	#ConspicuousSavings	Sanlam	Silver
Havas PR South Africa	Rugby That's So Gay	The Jozi Cats	Silver
ByDesign Communications	Launch of #VaginaVarsity	Libresse	Silver
PR Worx	Mmi Women Shock Box	Mmi Women	Silver
Sponsorship			
Tribeca Public Relations	Hollard Daredevil Run 2016	Hollard	Gold
Playmakers Sponsorship	#BraBrigade	Castle Lager	Silver
PR Worx	DStv Delicious International Food & Music Festival	Massive Management	Bronze
Student campaign			
University of Johannesburg	Lead SA #Zindabazokudla Campaign	Soweto Urban Farmers Project	Bronze
Technology			
Clockwork Media	Mimecast Black Friday Newsjacking		Gold
Clockwork Media	LG Aurora	LG	Silver
Clockwork Media	LG v20 launch	LG	Bronze

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