

ALL THE WINNERS!

This year's Prism Awards took the form of a short online segment as the ceremony was cancelled in March 2020 due to concerns of the spread of Covid-19...



Host and TV presenter Thabiso Makhubela

“Innovation and evolution are an everyday norm in our industry. The current health crisis has indeed forced us all out of our comfort zones, and innovative thinking and ideas is what will keep us moving. We had to focus on finding a way to still acknowledge all those who had entered the awards and also to celebrate the winners. We do hope that everyone enjoyed the show,” said Palesa Madumo, convenor of the Awards.

100% black woman-owned agency, The Riverbed, were announced as the biggest winners for the South African Campaign of the Year category, for their Underage Drinking campaign.



Riverbed's new Aware.org campaign draws attention to the real drinking age in South Africa

Riverbed 12 Sep 2019



This year, the awards introduced some new and exciting categories. Amongst them is the Prisms Young Voice of the Year Award, aimed at recognising the awesome contributions made by the young people in the industry. Simbongile Ndlangisa was announced as this year's winner.



#Prisms2018: Meet young judge Simbongile Ndlangisa

Jessica Tennant 18 Apr 2018



“Congratulations to all the winners and a huge thank you to each and every individual, consultancy and NGO that entered this year. We look forward to doing this again next year and celebrating our industry's amazing work,” continued Madumo.

Madumo concluded: "Thank you to Vuma Reputation Management, Bizcommunity, Off The Shelf, Space, Flow Communications, Cookie Mylo Studios and of course our incredible host, Thabiso Makhubela for the continued support and making the announcement and production possible."

Arts and Entertainment			
Award	Consultancy/Company	Name of campaign	Client
Silver	FleishmanHillard	HGTV SA Launch	Discovery Network
Special Mention	BCW	Long live the bat	WarnerMedia
Bronze	Sheila Afari Public Relations	Samthing Soweto Isphithiphithi Album	Platoon
Special Mention	Sheila Afari Public Relations	Ami Faku Brand and Imali Album	Vth Season
Best large PR Consultancy			
Individual	Eclipse PR	Eclipse PR	Eclipse PR
Best Mid-sized Consultancy			
Individual	HMB Communications	HMB Communications	HMB
Best PR Professional			
Individual	Ogilvy Cape Town	Lameez Mohd	
Best Small PR Consultancy			
Individual	The Friday Street Club	The Friday Street club	
Best up and Coming PR			
Individual	Weber Shandwick	Tankiso Motsoeneng	
Best use of an Event to build or change reputation			
Silver	One-eyed Jack and Mushroom Productions	VIVONation	Volkswagen South Africa
Gold	One-eyed Jack and Mushroom Productions	T-Cross City	Volkswagen South Africa
Bronze	ByDesign	Orlando Pirates Kit Launch	Orlando Pirates
Business to business			
Silver	Tribeca PR	Nupen Staude de Vries: Year One	Nupen Staude de Vries
Bronze	PR Worx	ISS Durban Showcase	Innovative Staffing Solutions
Consumer PR for an existing product or service			
Bronze	DNA Brand Architects	Dare To Compare with Nomatriquency	Massmart
Silver	PR Worx	#NikNakAmaCollision	Pepsico Simba
Corporate Responsibility			
Bronze	Ogilvy JHB	Konica Mvolta SA and Food & Trees for Africa tree planting initiative	Konica Mvolta SA and Food Trees for Africa
Crisis Management			
Bronze	PRomote Communication	Amashova Durban Classic	Tsogo Sun
Digital media relations			
Bronze	HMB Communications with String Communications, The Switch Design Company, Umtha Consultancy	31 Reasons	MyCiTi Bus Service
Gold	The Riverbed Agency	Underage drinking	Aware.org
Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
Financial services			
Gold	King James Group	BrokeBy	TymeBank
Bronze	ByDesign	From Credit Bureau To 'Information For Good'	Transunion South Africa
Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
Food and Beverage			
Gold	Roth Media Productions	GH Mumm Olympe Rose Launch	Pernod Ricard

Bronze	Paddington Station PR	Angostura Rock Shandy	DGB Angostura Aromatic Bitters
Silver	Bonfire Media	#RaiseYourVillage	Simba
Gaming and Virtual reality			
Gold	Tribeca PR	Logitech Top Ranked Gaming Mouse	Logitech Peripherals South Africa
Healthcare			
Gold	MSL	#FAFChallenge: Leveraging an Iconic SA Moment to Raise Testicular Cancer Awareness	CIPLA
Silver	King James Group	In Sync with Sho Madjozi	Stayfree Johnson & Johnson
Bronze	Tribeca PR	MenaCal.7 Woman to the BOne	MenaCal.7
Influencer Management			
Special Mention	DNA Brand Architects	Dare To Compare with Nomatriquency	Massmart/Game
Gold	Retroactive	The World's First Unfluencer	Biogen
Bronze	The Riverbed Agency	Underage drinking	Aware.org
Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
Integration of traditional and new media			
Special Mention	Ogilvy Cape Town	Gumtree Re-style	Gumtree
Bronze	King James Group	In Sync with Sho Madjozi	Stayfree Johnson & Johnson
Gold	One-eyed Jack	T-Cross City	Volkswagen
Silver	The Riverbed Agency	Underage drinking	Aware.org
Internal or employee communication			
Bronze	PR Worx	Sentech Connect	Sentech
Silver	The Actuate Group	Tswelelopele Day	AngloAmerican
Special Mention	Retroviral	LibertyLive.co.za - Conversations driving Change	Liberty Group
International Campaign			
Silver	Airtel Networks Zambia PLC	Make #ThatConnection	Airtel Networks Zambia PLC
Gold	Retroactive	Kirsten Landman's road to Dakar	Ryobi
Launch of a new product, service or category			
Gold	King James Group	BrokeBy	TymeBank
Bronze	One eyed Jack and Mushroom Productions	T-Cross City	Volkswagen South Africa
Silver	The Riverbed Agency	Underage drinking	Aware.org
Media relations			
Gold	DNA Brand Architects	My Heritage	Tastic
Silver	DNA Brand Architects	Project Bloodwing	SANBS
Bronze	The Riverbed Agency	Nedbank MOney Secrets	Nedbank
NGO Campaign			
Gold	The Riverbed Agency	Underage drinking	Aware.org
Silver	Havas PR	Limpopo Education	Right 2 Read
Bronze	Havas PR	Alex Library	Right 2 Read
PR on a Shoestring			
Bronze	ByDesign	Tin Soldiers Movie Premiere	Blink Pictures In Partnership With the Tin Soldiers for Outreach
PR on a shoestring			
Special Mention	Clockwork	Don't Cross Your T's	Hyundai
Gold	Tribeca PR	Nupen Staude de Vries: Year One	Nupen Staude de Vries
Silver	Havas PR	Alex Library	Right 2 Read
Public Affairs			
Silver	Conversations Media and Communications	Poultry Tariff	AME (Association of Meat Importers and Exporters)
Public Sector			
Silver	HWB Communications with String Communications, The Switch Design Company, Umtha Consultancy	31 Reasons	MyCiTi Bus Service
Bronze	PR Worx	Future Perfect Skills Development	FP & M SETA
Publications			
Bronze	ByDesign	25 reasons to Believe	Anglo American
Reputation and Brand Management			
Bronze	Tribeca PR	Bolt Enabling Progress	Bolt
Gold	Tribeca PR	MenaCal.7 Woman to the BOne	MenaCal.7
Silver	The Riverbed Agency	Nedbank MOney Secrets	Nedbank

SA Campaign of the Year			
Overall winner	The Riverbed Agency	Underage Drinking	Aware.org
Social media as the primary communication tool			
Gold	King James Group	In Sync with Sho Madjozi	Stayfree Johnson & Johnson
Silver	Clockwork	Elantra Black Friday	Hyundai South Africa
Bronze	The Riverbed Agency	Underage drinking	Aware.org
Sponsorship			
Bronze	BCW	Cartoon Network Soccer Superfan	WarnerMedia
Gold	Retroactive	Kirsten Landman's road to Dakar	Ryobi
Silver	M-Sports Marketing	Carling Black Label Cup	ABInBev
Sport			
Silver	ByDesign	Orlando Pirates Kit Launch	Orlando Pirates
Student Campaign of the Year			
Bronze	UJ	Masonto Netball Project	
Special Mention	IIE Monash	Hear Us Campaign	The Cradle of Hope
Silver	UJ	Eternal Metamorphosis	
Technology			
Silver	ByDesign in partnership with Fury Consulting	Hacked Off: Taking Cybersecurity mainstream	Mmecast
Travel and Tourism			
Bronze	Ogilvy Cape Town	Turkish Airlines - Insta Istanbul	Turkish Airlines
Silver	Ogilvy Cape Town	Turkish Airlines - Lion Rescue	Turkish Airlines

In case you missed it, watch the ceremony on [YouTube](#).

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