

All the 2012 PRISM Awards winners

At the [2012 PRISM Awards](#) last night, Sunday, 25 March 2012, boutique media relations agency [Splash PR](#) and Media Consultant scooped overall Gold - the Jenna Clifford Floating Trophy - and [Ngage](#) the Gold for the Best Small Public Relations Consultancy. [Renay Tandy](#), an account director at Ngage, also took Gold for Best Public Relations Professional in Media Liaison.



Kerry Seymour of Splash PR & Media Consultants accepts the Gold Award for the 'Vote for Table Mountain' campaign. Pic: Zoom Photography.



The Ngage team with their PRISM Award for the Best Small Public Relations Consultancy: Russell Tandy, Renay Tandy and Ryan Collyer. Pic: Zoom Photography.



Renay Tandy from Ngage with her award for the Best Public Relations Professional in Media Liaison. Pic: Zoom Photography.



Kelly Webster from PR Worx, winner of the Best Up-and-coming Public Relations Professional Award. Pic: Zoom

Now in its 15th year, the PRISM Awards recognise and celebrate excellence in public relations in the public and private sector, consultants and corporate communication environments.

The Cape Town-based Splash pipped 214 other entries to take top honours for its 'Vote for Table Mountain' PR campaign, which encouraged South Africans to vote in support of the Table Mountain bid to be named as one of the [provisional new seven Wonders of Nature](#). This campaign is now automatically entered into the [IPRA Golden World Awards](#).

66 other awards

In addition to the overall Gold winner, 66 other awards were presented - 19 Gold, 25 Silver and 22 Bronze. Of these other awards, Splash also won Gold in Media Relations, Gold in Environmental, Silver in PR on a Shoestring and Bronze in Travel. The [Ogilvy Public Relations](#) group was also a big winner, clearing a total of 10 trophies. Lead by [Ogilvy Cape Town](#), the group collected four Gold, three Silver and three Bronze accolades across its Cape Town and Johannesburg offices.

Ngage is an integrated marketing communications agency staffed by experienced and award-winning trade journalists who work closely with a team of technically knowledgeable account executives. Tandy is a former trade journalist who is described as having remarkable technical writing capabilities and understanding of technical industries.

Best Up-and-coming Public Relations Professional Award was presented to [Kelly Webster](#), an account manager at [PR Worx](#). In the two years since Webster joined the agency, she has been successful in achieving a number of objectives - increasing media exposure for her clients, playing a more prominent role in PR Worx, and gaining a deeper understanding of the events industry.

Campaigns were submitted in a format that included five key judging criteria: understanding and statement of the problem/opportunity, research, planning, execution and evaluation.

All the winners

Category	Award	Consultancy/company	Client	Programme name	Sponsor
	Overall Gold Winner	Splash PR & Media Consultants	Table Mountain Supporters Committee	Vote for Table Mountain	
Business-to-business	Bronze	marcusbrewster	Rezidor Hotel Group	Rezidor Hotel Group	Anglo American
Business-to-business	Special Mention	NGAGE	Ludowici Meshcape	Ludowici Meshcape Acquisition	Anglo American
Community Relations	Bronze	Ogilvy Public Relations Worldwide / South Africa	National Tooling Initiative	TDM-Powered Programme	Capricorn FM
Consumer PR for an Existing Product	Bronze	Armstrong PR	Denny	Soup2Give	
Consumer PR for an Existing Product	Gold	Ogilvy Public Relations Cape Town	Kiwi Takkie Brite	Be the Bozza	
Consumer PR for an Existing Product	Special Mention	Plato Communications	Kraft Foods South Africa	Cadbury Dairy Milk - A Glass and a Half Full Productions	
Consumer PR for an Existing Product	Silver	Plato Communications	Kraft Foods South Africa	Cadbury Dairy Milk: Fairtrade Certification	
Consumer PR for an Existing Service	Silver	M&C Saatchi Abel	Mr Delivery	Fire The Chef	
Corporate Responsibility	Silver	PR Worx	Anglo American	Corporate Social Responsibility campaign	Innovative glass design
Corporate Responsibility	Bronze	PR Worx	Anglo American	Launch of Zimele's Green Fund	Innovative glass design
Corporate Responsibility	Special Mention	Red Ribbon Communications	BulkSMS.com	ParentsCorner	Innovative glass design
Sponsorship	Gold	Ogilvy Public Relations Cape Town	Carling Black Label	Carling Not Darling	
Sponsorship	Special Mention	Ogilvy Public Relations Worldwide / South Africa	Castle Lager	The beer behind the boys, behind our boys	
Sponsorship	Silver	Ogilvy Public Relations Worldwide / South Africa	Sasol Group Limited	New Signatures	
Technology	Bronze	Atmosphere Communications	Motorola Mobility SA	Launch of Motorola RAZR Smartphone	
Technology	Silver	Atmosphere Communications	DStv Online	Launch of DStv BoxOffice	
Travel and Tourism	Gold	Atmosphere Communications with Partners King James and Society	kulula.com	The Royal Wedding Lobola campaign	
Travel and Tourism	Special Mention	Ogilvy Public Relations Worldwide / South Africa	AMS Rent-a-Car South Africa	South Africa's leading car rental company	
Travel and Tourism	Silver	marcusbrewster*	Mango	Mango	
Travel and Tourism	Bronze	Splash PR & Media Consultants	Table Mountain Supporters Committee	Vote for Table Mountain	
Corporate Communications	Gold	Platinum Public Relations	Estate Agency Affairs Board	Clean up Campaign	MSC
Corporate Communications	Bronze	PR Worx	Anglo American	Local Procurement and Enterprise Development Trade Fair	MSC
Corporate Communications	Silver	marcusbrewster*	Mango	Mango	MSC
Crisis Management	Silver	Bletchley Park	The South African Petroleum Industry Association	Crisis Communication around a National Fuel Strike	
Crisis Management	Gold	PR Worx	Qantas Airways	Springbok Flight Incident	
Media Relations	Silver	Electoral Commission of South Africa	Electoral Commission of South Africa	Love your South Africa	Advantage magazine
Media Relations	Special Mention	marcusbrewster Johannesburg	Johns Hopkins Health and Education in South Africa	NDoH National Consultative Meeting on Breastfeeding	Advantage magazine
Media Relations	Bronze	PR Worx	Anglo American	Driving CSI Publicity	Advantage magazine
Media Relations	Gold	Splash PR & Media Consultants	Table Mountain Supporters Committee	Vote for Table Mountain	Advantage magazine
Public Affairs	Bronze	Fleishman-Hillard	Automobile Association	Anti-Tolling Petition campaign	

Public Affairs	Silver	Stone Consulting	Mediclinic Southern Africa	National Health Insurance Public Affairs Campaign	
Publications	Gold	Electoral Commission of South Africa	Electoral Commission of South Africa	Atlas of Results - 2009 National Elections	
Publications	Bronze	Malachite Marketing and Media	National Zoological Gardens of South Africa	ZAPPING UP ... ZOO eNews	
Publications	Silver	marcusbrewster*	Mango	Mango Juice	
Reputation and Brand Management online	Bronze	Fleishman-Hillard	Nokia	Online Reputation and Brand Management	I.C.E. - Internet Corporate Exposure
Reputation and Brand Management online	Gold	Ogilvy Public Relations Cape Town	South African Breweries	Carling Black Label	I.C.E. - Internet Corporate Exposure
Reputation and Brand Management online	Silver	Ogilvy Public Relations Cape Town	Ogilvy Cape Town	Repositioning Digital Offering	I.C.E. - Internet Corporate Exposure
Digital Media Relations	Silver	Ogilvy Public Relations Cape Town	Carling Black Label	Be the Coach	PEAR
Digital Media Relations	Gold	Retroviral Digital Communication	Nando's	Last Dictator Standing	PEAR
Digital Media Relations	Bronze	Retroviral Digital Communication	SABMiller	No Regret Friday	PEAR
Event Management	Silver	Atmosphere Communications	Capitec Bank	The Swapping Mall	DMEvents Agency
Event Management	Bronze	Plato Communications	Kraft Foods	Jacobs Mandela Day Mosaic	DMEvents Agency
Event Management	Gold	PR Worx	Anglo American Platinum Limited	Platafrica Jewellery Design Awards 2011	DMEvents Agency
Financial Services and Investor Relations	Bronze	Atmosphere Communications	Capitec Bank	Live Free Project	CIMA
Healthcare	Silver	Stone Consulting	Mediclinic Southern Africa	National Health Insurance Campaign	
Integration of Traditional and New Media	Silver	Armstrong PR	Denny	Soup2Give	DSPM
Integration of Traditional and New Media	Gold	Capacity Marketing	Castle Lite	Feel the beat of Sub Zero featuring Drake	DSPM
Integration of Traditional and New Media	Bronze	Ogilvy Public Relations Cape Town	Volkswagen South Africa	Polo GTI Date Drive	DSPM
Launch of a New Product	Bronze	Ogilvy Public Relations Cape Town	Volkswagen South Africa	Polo GTI Date Drive	Mobilatrix
Launch of a New Product	Silver	Space	Nespresso	Flavours of Imagination	Mobilatrix
Launch of a New Product	Gold	Tin Can Publishing	Frank.net	If he dies, Frank pays	Mobilatrix
Launch of a New Service	Silver	Tribeca Public Relations	Expo Solutions	Waterkloof Airshow and Lifestyle Expo 2011	
Online Crisis Communications	Bronze	PR Worx	Qantas Airways	Springbok Flight Incident	
Social Media for PR	Bronze	marcusbrewster*	Mango	Mango	Gautrain
Environmental	Bronze	CLE Communications	WinWin	Touch Rugby Ball	
Environmental	Special Mention	Ogilvy Public Relations Worldwide / South Africa	Pikitup	Clean-up Day 2011	
Environmental	Silver	Plato Communications	Kraft Foods	Cadbury Dairy Milk: Fairtrade Certification	
Environmental	Gold	Splash PR & Media Consultants	Table Mountain Supporters Comitee	Vote for Table Mountain	
NGO Campaign	Bronze	Cape of Good Hope SPCA	Cape of Good Hope Society for the Prevention of Cruelty to Animals (CoGH SPCA)	Hill's Pet Nutrition "No fun without your best friend" dog adoption campaign	
NGO Campaign	Silver	Marketing Services and Communication (MSC)	Abraham Kriel Childcare	Abraham Kriel Childcare 2011	

NGO Campaign	Gold	Retroviral Digital Communication	Put Foot Rally Foundation	#Shoes on Feet	
PR on a Shoestring	Gold	Atmosphere Communications	Daddy's Deals	Launch of Daddy's Deals	
PR on a Shoestring	Bronze	marcusbrewster*	Mango	Mango	
PR on a Shoestring	Silver	Splash PR & Media Consultants	Table Mountain Supporters Committee	Vote for Table Mountain	
PR on a Shoestring	Special Mention	Tribeca Public Relations	Ozone Services Industries	Biozone Nokak Sewage Treatment Plant	
Public Sector	Special Mention	marcusbrewster Johannesburg	Johns Hopkins Health and Education in South Africa	NDoH National Consultative Meeting on Breastfeeding	
Public Sector	Gold	Ogilvy Public Relations Cape Town	Stellenbosch University	Thought Leadership	
Public Sector	Silver	University of the Witwatersrand	University of the Witwatersrand	Sediba Fossils	
Best Public Relations Professional in Media Liaison	Gold /Winner	NGAGE		Renay Tandy	Advantage magazine
Best Public Relations Professional in Media Liaison	Silver (Runner-up)	Red Ribbon Communications		Lizelle Cloete	Advantage magazine
Best Up-and-coming Public Relations Professional.	Silver /Runner-up	Fleishman-Hillard		Genea Frade	
Best Up-and-coming Public Relations Professional.	Gold /Winner	PR Worx		Kelly Webster	
Best Up-and-coming Public Relations Professional.	Bronze/Third Place	RedStar Communication		Nicole Ferger	
Best Small Public Relations Consultancy	Gold /Winner	NGAGE		NGAGE	
Best Small Public Relations Consultancy	Silver (Runner-up)	Retroviral Digital Communication		Retroviral Digital Communication	

Splash PR worked passionately with its client, the Table Mountain Supporters Committee, drawing on the support of two Nobel Peace Prize winners and the Springbok rugby team, as well as radio DJs, television presenters and other celebrities, to persuade South Africans and the media to support the campaign. Following incredible media support and an astounding 1 967 editorials, Table Mountain was named one of the New 7 Wonders (N7W) of Nature on 11 November 2011.

"This was an innovative and creative campaign, with some great support garnered from celebrities to drive the cause," commented [Marilyn Watson](#) of [Cinnamon Communication](#), PRISM 2012 chief judge. "It exceeded expectations and went beyond the call of duty on a very low budget and extremely limited resources, utilising what was available in every creative way possible."

Comments [Sabine Lehmann](#), the CEO of the [Table Mountain Aerial Cableway Company](#), a long time Splash client and a prime mover behind the Vote for Table Mountain Campaign, "We have been working with Splash PR for five years and we knew they were GOLD all along."

Enormous ramifications

As a campaign promoting a national treasure as a permanent international tourist attraction, the ramifications beyond the success of the campaign are enormous, not just in terms of tourism for Cape Town but for South Africa as a whole. It also perfectly showcases that big budgets are not always necessary for big results, and that the creativity and ability to package a dream is one of the talents of excellent communicators.

"Our industry is increasingly recognising the stature and credibility of winning a PRISM Award - as evidenced by the 30% increase in entries we received this year," continues Watson. "There is a growing understanding of the importance and relevance of the awards and the positive impact it has on winners' businesses. Our award winners must have surpassed 'business as usual', being those that have pushed the boundaries of creativity and innovation."

This year's PRISM Awards were sponsored by: Airports Company South Africa, Anglo American, Associated Gifts, BlingSA, CIMA, DM Events Agency, DSPM, Gautrain, Graham Beck, Hyatt Regency Johannesburg, I.C.E. - Internet Corporate Exposure, Innovative glass design, Kraft Foods, Legend Lodges Hotels & Resorts, Mobilatrix, MSC, PEAR, Quarto Press, Sovereign Entertainment, Supreme Gifts, True Love, Unique Avcom, Virtual Productions and Zoom Photography. Bizcommunity.com was online media partner; *AdVantage* and *The Event* were media partners; Mix FM and Capricorn FM were broadcast partners; and Mango was travel partner.

The 15th annual PRISM Awards ceremony took place at the Hyatt Regency Johannesburg Hotel. Guest MCs were SABC's Ashraf Garda and eTV's Imran Rappetti, while entertainment was provided by soft rock/post grunge band Ice Project and singer-songwriter Zina Giraldo.

**PRISA administrative error in table corrected at 9.55am on 27 March 2012: all Mango entries were submitted by Mango itself.*

For more:

- Bizcommunity Search: [Prism Awards](#)
- Bizcommunity: [Why Meropa won't be at the PR awards, again...](#) by Peter Mann
- Website: www.theprismawards.co.za
- Twitter: [@theprismawards](#)
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