

: All the winners

The Public Relations Institute of Southern Africa (PRISA) 2014 PRISM Awards took place last night in Sandton. And here are the winners! Congratulations to all of you.

Overall Gold winner

Campaign name	Consultancy	Client
Launch of Burger King South Africa	Atmosphere Communications	Burger King South Africa



Winners of the PRISM Awards' first-ever Campaign of the Year Award: Atmosphere Communications for the Launch of the Burger King in South Africa campaign on behalf their client Burger King South Africa. From left to right: Marise Lerm, Nicola Nel and Tiana Lambert.

Gold Awards

Category	Campaign	PR Consultancy	Client	Sponsor
Community Relations	Deskbags	PR Worx	Deskbags	Mango
Corporate Responsibility	Faces of Hope KFC	Ogilvy Public Relations Johannesburg	KFC South Africa	Zoom Photography
Launch of a New Service, Product or Category	Launch of Burger King in South Africa	Atmosphere Communications	Burger King South Africa	Facebox
NGO Campaign	Purple for Premies	Ogilvy & Mather Cape Town	Newborns Groote Schuur Trust	
Sponsorship	Mango Ballet	RedStar Communications	Mango	Sun International
Best Use of an Event to Build / Change Reputation (Event Management)	Robben Island Balloon Run	Positive Dialogue Communications	Launchpad for Charity Foundation	DMEvents
Crisis Management	You change our ad	Hill & Knowlton Strategies SA	Brightrock (Pty) Ltd	Innovative glass
Media Relations	Stellenbosch 2013	Ogilvy & Mather Cape Town	Stellenbosch University	Bizcommunity
Social Media for Public Relations (Best Use of Social to Lead a Programme)	Douwe Egberts Yawn Machine	Joe Public & Retroviral	Douwe Egberts	Apex Media
Public Relations on a Shoestring	Direct Axis Petrol Price Infographic	2Stroke	Direct Axis	The Carousel Casino and Entertainment World
Best Up-and-coming Public Relations Professional	Shannon Roscher	PR Worx		
Best Public Relations Professional	Chantal Riley	PR Worx		Afroflame
Lifetime Achievement Awards	Madelain Roscher	PR Worx		University of the Free State
Best Small Public Relations Consultancy		Positive Dialogue Communications		Paper Packaging Place
Best Mid-sized Public Relations consultancy		Atmosphere Communications		Anglo American

Best Large Public Relations Consultancy		FleishmanHillard SA		DDI Africa
Campaign of the Year	Launch of Burger King South Africa	Atmosphere Communications	Burger King South Africa	Anglo American



FleishmanHillard SA won the Award for top Large Public Relations Consultancy. Pictured here is Kevin Welman, Managing Director of FleishmanHillard SA.

Silver Awards

Name of Category	Campaign name	Consultancy / company	Client	Sponsor
Business-to-Business	Igniting South Africa's Entrepreneurial Spark	Epic Communications	Sanlam/Business Partners Entrepreneur	Burlington Data Print
Consumer Public Relations for an Existing Product, Service or Category	Chappies Did you Know	Plato Communications cc	Mondelez South Africa	The Maslow Hotel
Corporate Responsibility	Clorets	Plato Communications cc	Mondelez South Africa	Zoom Photography
Launch of a New Service, Product or Category	Webfluentia goes Viral	Tribeca Public Relations	Webfluentia	Facebox
NGO Campaign	Congenital Heart Defect (CHD) Awareness	FleishmanHillard SA	The Hudson Initiative	
Public Sector	War on Waste	Ogilvy Public Relations Johannesburg	Pikitup Johannesburg	
Technology	Launch of Virgin Mobile's Braamfontein Flagship Store	Atmosphere Communications	Virgin Mobile	Upstage
Sponsorship	Captain Morgan Sponsorship of the 2013 OppiKoppi Festival	Eclipse Public Relations	Brandhouse	Sun International
Best Use of an Event to Build / Change Reputation (Event Management)	Launch of Magnum Pink and Black	marcusbrewster CC	OLA Magnum	DMEvents
Corporate Communication	Growing the GIBB brand	Ogilvy Public Relations Johannesburg	GIBB Engineering	PEAR
Crisis Management	Zoo Mamba	RedStar Communications	National Zoological Gardens, Pretoria	Innovative glass
Internal Communication	Communication Excellence delivers Agri-Incubation Production Increase	Development Communication Solutions	Timbali Technology Incubator	Blue Apple
Media Relations	Nokia Man of Steel	FleishmanHillard SA	Nokia	Bizcommunity
Publications	Models & Pageantry South Africa	PR Worx	Models & Pageantry South Africa	Sappi
Social Media for Public Relations (Best Use of Social to Lead a Programme)	Launch of Magnum Pink and Black	marcusbrewster CC	OLA Magnum	Apex Media
Public Relations on a Shoestring	Nik Wallenda - Skywire live with Nik Wallenda	FleishmanHillard SA	Discovery Networks	the Carousel Casino and Entertainment World
Campaign of the Year	Launch of Burger King South Africa	Atmosphere Communications	Burger King South Africa	Anglo American
Campaign of the Year	Launch of Magnum Pink and Black	marcusbrewster CC	OLA Magnum	Anglo American
Campaign of the Year	Faces of Hope KFC	Ogilvy Public Relations Johannesburg	KFC South Africa	Anglo American
Campaign of the Year	Sporting Best SA#Be The Stud	Greater Than in collaboration with Made	SportingbetSA	Anglo American



Atmosphere Communications won the Best Mid-Sized Public Relations Consultancy Award. From left to right: Marise Lerm and Nicola Nel.

Bronze Awards

Category	Campaign	PR Consultancy	Client	Sponsor
Community Relations	Dettol Global Handwashing Day	FleishmanHillard SA	Reckitt Benckiser	Mango
Consumer Public Relations for an Existing Product, Service or Category	Chappies Edible Art	Ogilvy and Mather Cape Town	Mondelez	The Maslow Hotel
Launch of a New Service, Product or Category	Stimorol Sensations	Plato Communications cc	Mondelez South Africa	Facebox
Technology	EMC Public Relations	Redline	EMC Southern Africa	Upstage
Sponsorship	Sanlam	Atmosphere Communications	Sanlam Foodwinedesign Fair	Sun International
Best Use of an Event to Build / Change Reputation (Event Management)	United Against Malaria	RedStar Communications	United Against Malaria	DMEvents
Corporate Communication	Mango	RedStar Communications	Mango	PEAR
Internal Communication	Chappies Internal Drive	Plato Communications	Mondelez South Africa	Blue Apple
Media Relations	Rocking the Daisies Music and Lifestyle Festival 2013	Voice Factory Communications	Rocking the Daisies	Bizcommunity
Publications	UFS Undergraduate recruitment "Learners become leaders at Koxies. Know it. Become one of us."	Brandwealth	University of the Free State (UFS)	Sappi
Social Media for Public Relations (Best Use of Social to Lead a Programme)	Man of Steel	FleishmanHillard SA	Nokia	Apex Media
Public Relations on a Shoestring	Mango Ballet	RedStar Communications	Mango	The Carousel Casino and Entertainment World



Tracy Jones from Positive Dialogue Communications, winners of the category: Best Small Public Relations Consultancy.

Special mentions

Category	Campaign	PR Consultancy	Client
Consumer public relations for an existing product, service or category	Douwe Egberts Yawn Machine	Joe Public and Retroviral	Douwe Egberts

Launch of a new service, product or category	Launch of Magnum Pink and Black	marcusbrewster CC	OLA Magnum
Internal communication	Move in, Move on, Move forward	Wilding McArdle Wilson	Standard Bank
Social Media for public relations (best use of social to lead a programme)	Burger King South Africa Launch	Atmosphere Communications	Burger King South Africa
Social Media for public relations (best use of social to lead a programme)	Setting the Mining Lekgotla agenda through citizen journalism	Ogilvy Public Relations Johannesburg	Anglo American
Public relations on a shoestring	Launch of the SPI National Portrait Award	Atmosphere Communications	Sanlam Private Investments

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