

A photograph of a stage performance. On the left, a man in a blue suit and white shirt stands behind a clear acrylic podium, gesturing with his hands. To his right, a woman in a long white dress stands at a microphone stand, singing. The stage is equipped with various musical instruments, including a keyboard on a stand, a guitar, and a drum set. A large screen in the background displays the text "Baptist Church". The stage is lit with warm, orange-toned lights, and the background wall is a textured, golden-brown color.

##### [#PRISMAward19](#)— The PRISM Awards  
(@theprismawards) [April 14, 2019](#) ”



Jessica Tennant 12 Apr 2019

The Lifetime Achievement Award was presented to Robyn de Villiers, chairman and CEO: Africa at BCW (Burson Cohn & Wolfe). De Villiers has over 28 years' experience in strategic public relations and communication in South Africa and across the continent. She is also a recipient of the 2016 Sabre Award for Outstanding Individual Achievement and has recently been announced as the champion of WPP Stella locally, an international leadership and networking group for female senior leaders across the global WPP network.

“ *"If you give more than you take, you will always win"* - [@RobynDeVilliers](#), CEO and Chairman of [@BCWAfrica](#) as she accepted a Lifetime Achievement Award at the [#PRISMAwards19](#) [pic.twitter.com/rj35DQ3vMO](#)— BCW Africa ([@BCWAfrica](#)) [April 14, 2019](#) ”



## #Prisms2018: Out of Africa - an insider's perspective

Robyn de Villiers 23 Apr 2018



Here, all the 2019 winners:

Crisis Communication		
Bronze	Status Reputation Management Company	iCollege
Silver	Ogilvy – Cape Town	CocaCola
Gold	Atmosphere	Capitec Bank
Financial Services		
Special Mention	The King James Group	Sanlam
Special Mention	Tribeca	
Bronze	Atmosphere	Capitec Bank
Silver	The Friday Street Club	Wonga Informal Lending
Gold	MSL	Elite Risk Acceptances
NGO campaign		
Special Mention	Flow Communications	National Council of and for Persons with Disabilities
Bronze	Riverbed	Aware.org
Silver	Rhulani Hlabana	Skills Hub Foundation
Public Affairs		
Silver	Atmosphere	Sanlam Personal Finance
Public Sector		
Bronze	HWB Communications	MyCiti Bus Service
Silver	Flow Communications	Road Accident Fund
Gold	Havas PR	Road Accident Fund
Travel & Tourism		
Special Mention	Ogilvy – Cape Town	Turkish Airlines
Bronze	Havas PR	The Blue Train
Silver	Avatar PR	SANParks
Business to Business		
Special Mention	Atmosphere & The King James Group	Siemens
Corporate Communication		
Special Mention	Instinctif Partners	Illovo Sugar
Bronze	Atmosphere	Capitec Bank
Silver	PR Worx	The Moti Group
Publications		
Bronze	Joe Public Engage	People Opposing Woman Abuse (POWA)
Silver	Atmosphere	PropertyFox
Sponsorship		
Bronze	Brand et al	AVBOB
Silver	One-eyed Jack	Savanna Premium Cider & Whacked Management
Corporate Responsibility		
Bronze	Bonfire	Volkswagen South Africa
Silver	Plato Communications	KFC South Africa
Silver	Tribeca	Montego Pet Nutrition
Gold	Bonfire	Volkswagen South Africa
Internal Communication		
Bronze	Gullan & Gullan	Janssen Pharmaceuticals
Silver	Retroviral and Faith & Fear	Liberty Group
Media Relations		

Bronze	Plato Communications	Mondelez South Africa
Silver	Riverbed	Aware.org
Gold	Riverbed	Nestle
<b>Best informed analytics/big data (communication research)</b>		
Bronze	Clockwork Media	XDSL
Silver	Flow Communications	She Conquers
<b>Social media as a primary method to lead campaign</b>		
Bronze	Ogilvy – Cape Town	KFC South Africa
Silver	DNA Brand Architects	AB InBev
Gold	Atmosphere & The King James Group	Sanlam
<b>Social media as primary (NO SPEND)</b>		
Bronze	Clockwork Media	Exaro
Silver	Flow Communications	Nelson Mandela Foundation
<b>Technology</b>		
Bronze	ByDesign, Fury Consulting and Hook, Line & Sinker	SAP Africa
Silver	Tribeca	Epson
Gold	Atmosphere & The King James Group	Siemens
<b>Healthcare</b>		
Bronze	Wits Communications	Wits University Donald Gordon Medical Centre
Gold	Flow Communications	South African National Blood Service
<b>Launch of new product</b>		
Special Mention	Tribeca	The Great Yellow Brick Company
Bronze	PR Worx	PepsiCo/Simba
Silver	Bonfire	Volkswagen South Africa
Gold	DNA Brand Architects	AB InBev
<b>Consumer PR</b>		
Special Mention	PR Worx	PepsiCo/Simba
Bronze	Positive Dialogue Communications	Jive
Silver	Plato Communications	Halls
Gold	King James Group	Newlands Spring Brewing Co.
<b>PR on a shoestring</b>		
Special Mention	PR Worx	Mpact Recycling
Bronze	Tribeca	The Great Yellow Brick Company
Silver	Atmosphere	Takealot
<b>Student campaigns</b>		
Special Mention	University of Johannesburg	Planting Seeds
Bronze	University of Johannesburg	Every3minutes
Silver	University of Johannesburg	Eufoees living in the future
Gold	University of Johannesburg	Project Re
<b>Best use of an event</b>		
Bronze	DNA Brand Architects	Newtown Junction
Silver	Positive Dialogue Communications	Land Rover
Silver	Riverbed	Nestle
Gold	Riverbed	Aware.org
<b>Sports marketing</b>		
Bronze	Positive Dialogue Communications	Spur Steak Ranches
Silver	Levergy	Sasol
Gold	Livewired Public Relations	Randpark Golf Club
<b>Best up and coming PR</b>		
Individual	DNA Brand Architects	Samantha Mabaso
<b>Best PR professional</b>		
Individual	PR Worx	Chantal Riley
<b>Best Small consultancy</b>		
Individual/ Special mention	ByDesign Communications	
Individual	Bonfire	
<b>Best mid-sized consultancy</b>		
Individual	Atmosphere Communications	
<b>Lifetime achievement</b>		

Individual	BCW	Robyn de Villiers
<b>African Network</b>		
Individual/Africa	BCW	
<b>SA Campaign of the year</b>		
Silver - Finalist	King James Group	Newlands Spring Brewing Co.
Silver - Finalist	Atmosphere & The King James Group	Siemens
Silver - Finalist	DNA Brand Architects	AB InBev
Silver - Finalist	PR Worx	PepsiCo/Simba
Silver - Finalist	Riverbed	Aware.org
<b>Overall winner</b>		
Trophy & Gold	DNA Brand Architects	AB InBev

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