Kenya PR firm awarded for social media campaign

By Carole Kimutai

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Kenyan public relations firm, Gina Din Corporate Communications (GDCC) has won two global public relations awards for the 'Kenyan for Kenya' social media campaign.

The firm separately won the best social media and social networking PR campaign for the Kenya Red Cross' Society's 'Kenyans for Kenya Campaign' at the Global SABRE (Superior Achievement in Branding and Reputation) awards held in Miami, US on 30 October 2012 and the International Public Relations Association (IPRA) Golden World Award (GWA) for excellence in PR held in Istanbul, Turkey on 8 November 2012.

The Kenyans for Kenya campaign was a response by corporates in Kenya to the Horn of Africa's worst droughts, where more than 10 million people suffered from malnutrition due to inability to access food, water and other basic necessities. The Kenyans for Kenya initiative showed the power of maximising and leveraging combined resources which saw Kenyan citizens mobilized into action to help end hunger in the region and take a workable solution to the crisis.

"We dedicate this award to all well-wishers who supported the campaign. We cannot underrate their devotedness and unending support during the campaign. The award belongs to Kenya and we are happy to receive it on behalf of Kenya," said Desiree Gomes, the GDCC executive director.

The SABRE Golden World Awards exists to recognise true excellence in public relations. In keeping with this principle, each year there are categories in which more than one award is made. The award is bestowed on the 50 Best Public Relations Programs in the world.

The Global SABRE EMEA (Emerging Markets, Middle East and Africa) Awards winners are selected from among the winners of the SABRE Awards competitions in the Americas, EMEA, and the Asia-Pacific region.

The IPRA Golden World Awards for Excellence offer world-wide recognition and acclaim to world-class public relations programmes. This year's IPRA Golden World Award entries came from 48 countries, with the jury drawn from 24 countries.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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