

## PR Worx wins IABC African Gold Quill

In the media relations category of the International Association of Business Communicators (IABC) African Gold Quill Awards, PR Worx won for its Anglo American's CSI publicity activities. It received the highest publicity category score in Africa, after the first tier of judging, so the entry will be submitted to the second round of international adjudication in the US.



Local judging for Africa was conducted in Johannesburg, with results released on Friday 25 March 2011 and the judging panel singled out the CSI coverage as being in touch with its audience, technically well executed, having an excellent budget and meeting and exceeding set objectives.

Anglo American head of corporate communications and branding South Africa, Dr Pranill Ramchander, expressed his delight at the nomination.

"The agency has demonstrated in its CSI publicity campaign that it not only has a firm understanding and grasp of the group's core messaging and business objectives, but is also sensitive and in touch with the realities of CSI messaging.



"Thus, we are proud of this recognition and confident that they will continue to expand on the excellent coverage generated on our behalf and that future strategies will be as innovative, thoughtful and impactful."

Independent research indicates that the proportion of total coverage on the CSI reporting was approximately double that of corporate South Africa's average and therefore exceeds the issues' awareness threshold.

IABC moderator, Stephanie Griffiths added that lessons from this specific programme can contribute to the body of knowledge around CSI and the communication thereof.

PR Worx founder and MD, Madelain Roscher, concluded that a healthy and transparent partnership with the client has greatly assisted in the implementation of the CSI coverage campaigns.

"We believe that this solid relationship is built on trust and honesty, measurable deliverables and a solid return on investment, which is pivotal to the success that we have achieved together. This award will motivate us to work even harder to continue giving a public voice to the client's life changing work in the CSI sphere, making the value of public relations tangible."

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