

Campaign of the Year finalists announced for PRISMs

PRISM Awards organisers have announced the finalists for the newly-introduced "Campaign of the Year", one of 36 categories in the Awards Programme.



"The judges have a really tough job ahead of them," says Marilyn Watson, chief judge of the [PRISM Awards](#). "These campaigns were shortlisted by a separate panel of judges and were all considered excellent: they all focused on Return on Investment for the client, were well planned and excellently executed, exceeded expectations and had that extra bit of magic, the "Wow" factor that turns an ordinary campaign into something exceptional. No doubt there will be some robust debates amongst the judges!"

The finalists are

Campaign	Consultancy	Client
Burger King South Africa Launch	Atmosphere Communications	Burger King South Africa
Faces of Hope KFC	Ogilvy Public Relations Johannesburg	KFC South Africa
Launch of Magnum Pink and Black	marcusbrewster CC	OLA Magnum
SportingbetSA #BeTheStud	Greater Than in collaboration with Made	SportingbetSA

Sponsors include Afroflame, Apex Media, Blue Apple, Burlington Data Print, DDI Africa, DM Events, Innovative glass, Mango, Paper Packaging Place, Pear Factor, Sun International, The Carousel Casino and Entertainment World, The Maslow Hotel, The Organic Planet, Virtual Productions and Zoom Photography.

The finalists will be announced at the PRISM Awards Ceremony at The Maslow Hotel on 6 April 2014. For more information visit www.prism-awards.co.za or Twitter [@theprismawards](#).

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