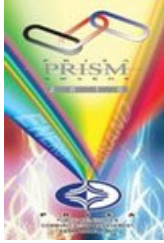


## 2010 PRISA PRISMs - all the winners

The 2010 PRISM awards ceremony, which took place on Wednesday, 31 March 2010, at Gallagher Convention Centre, Midrand, saw the top South African PR agencies rewarded for their efforts to uphold the excellence of PR.



There were entries in over 22 awards categories and entries were judged based on competence in five areas: statement of the problem, research, planning, execution and evaluation.

“The high number of entries this year ensured stiff competition and a challenging job for the adjudicators,” said Marilyn Watson, chief judge. “What differentiated one entry from the next was the ‘wow’ factor - excellence, innovation, passion, creativity and an obvious return of investment for the client.”

Premilla Hamid, GM - Public Affairs for Anglo American in South Africa and a judge at this year's awards, agreed. “Whilst the past year has been challenging for a number of businesses, it's encouraging to see the investment still made by companies in public relations and this is reflected in the large number of entries in the awards.

“The entries were certainly of a high standard, and I was particularly impressed to see actual measurement against the objectives being included in the communication plans.

“I would however have liked to see more entries from corporate in-house communication professionals, as I know there is a great deal of excellent work being done by this group of public relations professionals.”

### Overall Gold Award winner

Ogilvy PR took overall Gold Award for its high-intensity *Goodbye Citi* campaign that successfully combined print, radio and television media with the global revolution of internet and cellular-based social media. The campaign delivered outstanding audience response and talkability through an ongoing series of blogs, Facebook groups, Twitter, Flickr and YouTube uploads, achieving total coverage to the value of R4 036 368 (AVE 1:1), including significant exposure in traditional media as well.

The agency receives the PRISM trophy designed by Jenna Clifford and entry into the international IPRA (International Public Relations Association) Golden Awards. The case study is published in Tony Koenderman's AdReview in *FinWeek* and the agency receives acknowledgement in BizCommunity and exposure in *Communica* magazine.

Commenting on her two gold awards, Greater Than MD, Galia Kerbel, said, “I just wish all my team could be here. Winning these awards just goes to prove that in this business the overall result is greater than the individual effort involved. We all work smart and hard but it's only effective when we pull together.”

The agency's account manager Marisa Logan was beaming when it was announced that she had won the “Best Up-and-coming Public Relations Professional” Gold award. Marisa (22) has a public relations diploma from Cape Peninsula University of Technology and has been with the company for two-and-a-half years.

“Marisa did a nine-month internship with us before she joined us as a junior account executive,” said Kerbel. “She has such a thorough grasp of business - from its ethics to its operational capabilities - that I can and do leave the running of the business in her hands when I am away on business or on holiday. Her success reflects what we stand for and that PR is essentially a people business. When we find talented, exceptional people we hold on to them and nurture them.”

## Winners (in alphabetical order)

CATEGORY	CONSULTANCY	CLIENT	CAMPAIGN	Award
Consumer PR - Existing service	africappractice	CNN International	CNN International	Bronze
Media Relations				
	Atmosphere Communications	Capitec Bank	Capitec virtual branch tour	Gold
Consumer PR - Existing product	Atmosphere Communications	ghd	ghd Public Relations Campaign	Gold
Event Management	Atmosphere Communications	ghd	ghd Revelations	Gold
Sponsorship				
	Atmosphere Communications	Kulula Airlines	ZA News for Kulula	Gold
Media Relations				
	Atmosphere Communications	ghd	ghd Media Relations	Silver
Consumer PR - Existing product	Atmosphere Communications	ghd	ghd Style Lounge	Silver
E-PR/Social Media				
	Atmosphere Communications	Parmalat SA	Steri Stumpie - Everyone has a flavourite	Silver
PR on a Shoestring	Atmosphere Communications	Reviva Technology	Brand awareness on FitFlop	Silver
Financial Services /Investor Relations	Atmosphere Communications	Capitec Bank	Capitec Youth prosperity survey	Silver
Media Relations				
	ChatROOM	JSE	JSE/Liberty Investment Challenge	Bronze
Business-to-business				
	ChatROOM	Anchor Industries	Anchor Industries brand development and communication	Bronze
Financial Services /Investor Relations	Epic Communications	Blue Ink Investments	Altering public perceptions of hedge funds during a global economic crisis	Silver
Best small consultancy	Epic Communications			Silver
Sponsorship				
	Exposure Unlimited	Sail Sport/Vodacom	Vodacom Super 14/Player 23	Bronze
Event Management				
	Greater Than	Foschini Group	Foschini Gift Card Launch	Gold
Best up and coming				
Professional	Greater Than		Marisa Logan	Gold

Consumer PR - Existing product	Hello World	Kellogg's Coco Pops	Where has all the chocolate gone?	Silver
Event Management	Hello World	Internet Solutions	Internetix	Silver
Healthcare				
	Inzalo Communication	Novartis	World Heart Day 2009	Gold
Community Relations				
	Kagiso TV & Communications	City of Johannesburg - Transport Department	Rea Vaya: Community Relations	Gold
Launch - new service				
	Kagiso TV & Communications	City of Johannesburg - Transport Department	Rea Vaya: Launch of new service	Silver
Event Management				
	Kagiso TV & Communications	City of Johannesburg - Transport Department	Rea Vaya: Final system launch	Bronze
Media Relations				
	Magna Carta	DLF Indian Premier League	DLF Indian Premier League	Gold
Media Relations	Magna Carta	Deneys Reitz Attorneys	Deneys Reitz Attorneys	Silver
Consumer PR - Existing product	Magna Carta	Eskom - Demand side management	Eskom shower sense beach activations	Silver
Financial Services /Investor Relations	Magna Carta	Standard Bank	"Wealth" portfolio	Bronze
Sponsorship				
	Magna Carta	Medscheme	Medscheme Cycling	Bronze
Corporate Communications	Marcus Brewster Publicity	Mango Airlines	Mango	Gold
Consumer PR - Existing service				
	Marcus Brewster Publicity	Total SA	Total SA	Silver
Business-to-business				
	Marcus Brewster Publicity	Rezidor Hotels	Expanding Rezidor Group in sub-Saharan Africa	Silver
Internal Communication				
	none	Foschini Group	Foschini Group Gift Card	Gold
Community Relations				
	None	Bombela Concession Company	Community relations during construction of Gautrain	Silver
E-PR/Social Media	Ogilvy PR	Volkswagen SA	Goodbye Citi	Gold & Overall Gold
NGO Campaign				
	Ogilvy PR	Project Concern Int.	Violence against women	Gold
Media Relations	Ogilvy PR	SA Rugby	SA Rugby media relations	Bronze
Consumer PR - Existing product	Plato Communications	Cadbury	Gorilla - a glass and a half	Bronze
Corporate Social Responsibility	PR Worx	Anglo American	Anglo American CSI	Gold
Healthcare	Redline	Boehringer Ingelheim	Pharmaton Matruelle and Dulcofibre launch	Gold
Community Relations				
	Sakaza Communication	Intersite Property Management	Revitalisation: Cape Town Railway Station	Silver
Launch - new service	Sentient	HaveYouHeard	HaveYouHeard Launch	Silver
Healthcare	Splash PR	Bioscience	Bioharmony's Patrick Holford Tour to SA	Bronze
Consumer PR - Existing product	Total Media	Col'Cacchio Pizzeria	The Col'Cacchio Celebrity Chef Series	Bronze
PR on a Shoestring				
	Tribeca PR	Water Sisulu Paediatric Cardiac Centre for Africa	WSPCCA Sheikhha Al Jalila House Launch	Gold
Consumer PR - Existing service				
	Tribeca PR	Brand Events SA	Taste of Joburg 2009	Silver

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