

All the 2019 SABRE Awards Africa winners

The 2019 SABRE Awards Africa winners were handed out following on the annual African Public Relations Association (AFPRA) conference held in Kigali, Rwanda, last week. The SABRE Awards, which aims to recognise superior achievement in branding, reputation and engagement, has a 25-year heritage, with separate competitions in Africa, North America, EMEA, the Asia-Pacific, Latin America and South Asia.



Pictured are Paul Holmes of The Holmes Report and Regine le Roux, managing director of South Africa's Reputation Matters. Reputation Matters scooped up two SABRE Africa awards, one for superior achievement in measurement and evaluation and the other for the industry sector category.



37 African PR SABRE winners announced

8 Apr 2019



All the 2019 Africa SABRE winners:

THE DIAMOND SABRE AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS IN THE C-SUITE

COMPANY OF THE YEAR

WINNER: Company of the Year — MTN Ghana with Touchpoint Magna Carta

THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN BRAND-BUILDING

WINNER: Find Your Beautiful — Darling Nigeria with LSF|PR

CERTIFICATE OF EXCELLENCE:

Launch of Direct Flight From Nairobi to New York — Kenya Airways with Ogilvy PR - Kenya

M&N Brands - telling the story correctly, to achieve the desired strategic outcomes — M&N Brands with Avatar PR

THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN REPUTATION MANAGEMENT

WINNER: Viceroy vs Capitec Bank - Capitec Bank with Atmosphere Communications and Capitec Internal Communications Team, South Africa

CERTIFICATE OF EXCELLENCE:

Illovo Sugar Africa_ Perception Audit — Illovo Sugar Africa with Instinctif Partners

Superior Achievement — MTN Ghana with Touchpoint Magna Carta

THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN RESEARCH AND PLANNING

WINNER: Brands in Motion—WE Communications

THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN MEASUREMENT AND EVALUATION

WINNER: Research for sustainable reputational growth — Institute of Waste Management of Southern Africa with Reputation Matters

GOLD SABRE AWARDS FOR PUBLIC RELATIONS CAMPAIGNS

GEOGRAPHIC CATEGORIES

NORTHERN AFRICA

WINNER: Careem - Morocco Content Calendar — Careem

CERTIFICATE OF EXCELLENCE:

Cybersecurity, in search of HR attractiveness in Morocco — KASPERSKY LAB

Launch of Hydro Boost Range in Morocco — Johnson & Johnson

Launch of Spark 2 — Tecno Mobile with D1 Maroc BCW

Samsung Launch of the new flagship S series (Star) — Samsung with D1 Maroc BCW

WESTERN AFRICA

WINNER: She Will Connect — Intel with WE Communications

CERTIFICATE OF EXCELLENCE:

CBN Not on Fire, WhatsApp to the Rescue — Central Bank of Nigeria with Image Merchants Promotion Limited

MTN Ghana IPO — MTN Ghana with Touchpoint Magna Carta

MTN Ghana Reputation Management — MTN Ghana with Touchpoint Magna Carta

Homecoming — BWL Agency

EASTERN AFRICA

WINNER: MonnBienKale — Nestlé with Blast Burson Cohn & Wolfe

CERTIFICATE OF EXCELLENCE:

Chapa Dimba Na Safaricom — Safaricom plc with Ogilvy Public Relations Kenya

MultiChoice Talent Factory — MultiChoice Kenya with Engage Burson Cohn & Wolfe

NSSF National Blood Donation Drive — National Social Security Fund (NSSF) - Uganda with Corporate Image Ltd
NSSF Go Mobile App Digital Campaign — National Social Security Fund (NSSF) - Uganda with Corporate Image

SOUTHERN AFRICA

WINNER: Fabric — Siemens with Atmosphere and the King James Group

CERTIFICATE OF EXCELLENCE:

Biggest BEE deal in Telco history — Vodacom with WE Communications

Carling Black Label - Soccer Song for Change — Ab InBev Africa with Ogilvy South Africa / Msports / indaHash

Pink Tax — Sanlam Personal Finance with Atmosphere Communications

Sage Summit Tour – Africa & Middle East 2017—Sage (Africa & Middle East region) with Idea Engineers

PRACTICE AREA CATEGORIES

BUSINESS-TO-BUSINESS MARKETING

WINNER: Cloud Africa — F5 with World Wide Worx & WE Communications

CAUSE-RELATED MARKETING

WINNER: Carling Black Label - Soccer Song for Change — Ab InBev Africa with Ogilvy South Africa / Msports / indaHash

CERTIFICATE OF EXCELLENCE:

Exxaro Statue for the visually impaired unveiling — Exxaro with Clockwork Media

That AMA.ZING app — The Zing Group with WE Communications

CORPORATE IMAGE

WINNER: NSSF Friends With Benefits Image Campaign — National Social Security Fund (NSSF) Uganda

CERTIFICATE OF EXCELLENCE:

Ford Media Plan Tour — Ford

Kosmos Innovation Center (Global and Ghana) — Kosmos Energy Ltd with Ogilvy Ghana

MUA - A Rebranding Journey — MUA with HKLM

P&G Citizenship 2025 CSR Initiative/ Reputation — P&G

CORPORATE SOCIAL RESPONSIBILITY

WINNER: MultiChoice Talent Factory — MultiChoice Kenya with Engage Burson Cohn & Wolfe

CERTIFICATE OF EXCELLENCE:

Cartoon Network's PPG Awards — Turner Africa with BCW Africa

MTN Save a Life — MTN Ghana with Touchpoint Magna Carta

Sbonis' iDiski — Unilever - Shield Men with Edelman Africa

Transforming mindsets to limit plastic waste in our environment — Dow Packaging and Speciality Plastics with Hill+Knowlton Strategies South Africa

CRISIS/ISSUES MANAGEMENT

WINNER: The Cape Town Water Emergency: from crisis to opportunity — South Africa Tourism with Weber Shandwick

CERTIFICATE OF EXCELLENCE:

MTN Savannah Brokerage — MTN Ghana with Touchpoint Magna Carta

Sisal Launch Strategy in Morocco — Sisal

DIGITAL CAMPAIGN

WINNER: #ShaveToRemember — Philips with Ogilvy South Africa, Nelson Mandela Foundation

CERTIFICATE OF EXCELLENCE:

Exxaro Women in Mining — Exxaro with Clockwork Media

MTN Heroes of Change — MTN Ghana with Touchpoint Magna Carta

EMPLOYEE COMMUNICATIONS

WINNER: Fraud or Not? Fraud Awareness — Telkom with Edelman Africa

FINANCIAL COMMUNICATIONS

WINNER: Sage Budget Speech Campaign 2019 — Sage with Idea Engineers

CERTIFICATE OF EXCELLENCE:

Raising Levels of Financial Literacy Among Rwandans — International Finance Corporation with By Design Communications

Stanbic Bank Zambia Anakazi Banking Proposition — Stanbic Bank Zambia with Langmead & Baker Ltd

INTEGRATED MARKETING

WINNER: Ghanaians Against Child Abuse (GACA) — UNICEF and Government of Ghana with Ogilvy Ghana

CERTIFICATE OF EXCELLENCE:

#kenyatradoweek — Export Promotion Council, Kenya with Engage Burson Cohn & Wolfe

Copa Coca-Cola Africa Cup — Coca-Cola with Ogilvy Public Relations, Kenya

MARKETING TO CONSUMERS (NEW PRODUCT)

WINNER: Chapa Dimba Na Safaricom — Safaricom plc with Ogilvy Public Relations Kenya

CERTIFICATE OF EXCELLENCE:

Everyone deserves to dress well! — LC Waikiki with BCW Africa

Le Petit Marseillais launch of a new range of shower gels — Le Petit Marseillais

MARKETING TO CONSUMERS (EXISTING PRODUCT)

WINNER: Blaze by Safaricom — Safaricom plc with Ogilvy Public Relations Kenya

CERTIFICATE OF EXCELLENCE:

Miss Cadum Activation — Colgate Palmolive with D1Social

Stephane Plaza & Emmanuelle Rivassoux revisitent Place des Zaers — Akwa Immo Développement

MEDIA RELATIONS

WINNER: Sage rAlnbow Campaign 2018 — Sage with Idea Engineers

CERTIFICATE OF EXCELLENCE:

Comic Con Africa 2018 — Comic Con with Edelman Africa

La Liga Future Players — La Liga with Clockwork Media

PUBLIC AFFAIRS/GOVERNMENT RELATIONS

WINNER: Pink Tax — Sanlam Personal Finance with Atmosphere Communications

PUBLIC EDUCATION

WINNER: Meet the man who hears colours — SAS with WE Communications

CERTIFICATE OF EXCELLENCE:

Cyber (in)security & Dubai Trust event — Microsoft MEA with WE Communications

Protecting the rights of the man on the street — Legal Practitioners Fidelity Fund with Hill+Knowlton Strategies South Africa

SOCIAL MEDIA CAMPAIGN

WINNER: Make a Meal of It — KFC with Ogilvy South Africa

CERTIFICATE OF EXCELLENCE:

Muesli Election 2018 — Tiger Brands - Jungle with Ogilvy South Africa

SPECIAL EVENT/SPONSORSHIP

WINNER: #kenyatradoweek — Export Promotion Council, Kenya with Engage Burson Cohn & Wolfe

CERTIFICATE OF EXCELLENCE:

Axe - Party of the Year — Unilever - Axe with Edelman Africa

INDUSTRY SECTOR CATEGORIES

ASSOCIATIONS:

WINNER: Research for sustainable reputational growth — Institute of Waste Management of Southern Africa with Reputation Matters

CERTIFICATE OF EXCELLENCE:

Forum of Security and Critical Institutions in Niger State (FOSCIN) — Niger State with Image Merchants Promotion Limited

CONSUMER PRODUCTS/SERVICES

WINNER: Launch of Direct Flight from Nairobi to New York — Kenya Airways with Ogilvy Public Relations, Kenya

CERTIFICATE OF EXCELLENCE:

Huawei Y9 launch event Morocco — Huawei

FASHION & BEAUTY

WINNER: 100 Colours — Unilever - Dove with Edelman Africa

FINANCIAL & PROFESSIONAL SERVICES

WINNER: That AMA.ZING app — The Zing Group with WE Communications

CERTIFICATE OF EXCELLENCE:

The 10th IFSWF Annual Conference — ITHMAR Capital with D1 Maroc

FOOD & BEVERAGE

WINNER: Illovo Sugar Africa_ Perception Audit — Illovo Sugar Africa with Instinctif Partners

CERTIFICATE OF EXCELLENCE:

Coca-Cola World Cup Campaign (Ghana & Nigeria) — Coca-Cola West Africa Business Unit with Ogilvy Ghana

Zambian Breweries Smart Drinking Campaign — Zambian Breweries Plc with Langmead & Baker Ltd

INDUSTRIAL/MANUFACTURING

WINNER: Fabric — Siemens with Atmosphere and the King James Group

MEDIA, ARTS AND ENTERTAINMENT

WINNER: Homecoming — BWL Agency

CERTIFICATE OF EXCELLENCE:

Cartoon Network Creative Lab (CN Lab) — Turner Africa with BCW Africa

Cell C Inanda Africa Cup Polo Tournament — Inanda Club with Mason Show Management

Chief Daddy Movie — Ebony Life Media with LSF|PR

South African Film and Television Awards (SAFTAs) — National Film and Video Foundation with Mason Show Management

MINING & EXTRACTIVE INDUSTRIES

WINNER: Kosmos Innovation Center (Global and Ghana) — Kosmos Energy Ltd with Ogilvy Ghana

CERTIFICATE OF EXCELLENCE:

Exxaro Overall — Exxaro with Clockwork Media

Gold Fields 25TH Anniversary 2018 — Gold Fields Ghana Ltd with Ogilvy Ghana

NOT FOR PROFIT/CHARITIES

WINNER: The Africa Trade Forum — Rockefeller Foundation with Engage Burson Cohn & Wolfe, Kenya

PUBLIC SECTOR/GOVERNMENT

WINNER: NSSF Go Mobile App Digital Campaign — National Social Security Fund (NSSF) - Uganda with Corporate Image

CERTIFICATE OF EXCELLENCE:

NAF Bombards Boko Haram after Metele Attack — Nigerian Air Force NAF with Image Merchants Promotion Limited
NSSF - Daily Monitor Career Expo — National Social Security Fund (NSSF) - Uganda with Corporate Image

TECHNOLOGY

WINNER: Biggest BEE deal in Telco history — Vodacom with WE Communications

CERTIFICATE OF EXCELLENCE:

Facebook's Third Party Fact-Checking Programme — Chain Reactions Nigeria

Nokia Beach Party Radisson Blu - Djerba - Tunisia — Nokia

TRAVEL & LEISURE

WINNER: The most on-time airline in the world — FlySafair with WE Communications

CERTIFICATE OF EXCELLENCE:

The Good Life, On the Course, Off the Course — Randpark Golf Club with Livewired PR

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