



PRISM Awards 2021 Winners Announced

On 04 June 2021, Africa's most sought-after awards in the public relations and communications industry, the PRISM Awards, announced this year's winners.

In a virtual format hosted by TV Presenter, Thabiso Makhubela, and judged by industry peers, digital strategy development agency, Retroviral, walked away with this year's most coveted award, the South African Campaign of the Year award for their #MyKreepyTeacher campaign for Kreepy Krauly. #MyKreepyTeacher is an excellent parody of the Netflix documentary, My Octopus Teacher, produced by South African Craig Foster.

Other industry favourites went to DNA Brand Architects for Best Large PR Agency, Magna Carta for the International Campaign, Best PR Professional went to Razor PR's Dustin Chick and Student Campaign of the Year to University of Johannesburg (UJ).

The industry was also introduced to this year's PRISM Young Voices (PYV) – PR Land's under 30 talent set to take the industry by storm. DNA Brand Architects All Star, Sicelo Vilakazi was announced as the PYV of the Year for the 2019 cohort as voted for by his peers.

"We appreciate the steadfast support from our consultancies that enter work into the awards process, and after such a challenging year with COVID-19, this year's awards are in honour of the work, and the people behind each campaign, and of course our outstanding judges, who spend hours ensuring that the best campaigns get the recognition they deserve." Said Palesa Madumo, Convenor of the PRISM Awards 2021.

This year's sponsors include production sponsor SPACE.TM, media partner Bizcommunity, youth development sponsors for the PYV programme; Novus Group, DNA Brand Architects, Retroviral, Vuma Reputation Management and Eclipse Communications.

Here is a full list of all the 2021 winners

| Category | Type | Consultancy/Company | Name of campaign | Client |
|--|-----------------|---|--|---------------------|
| Africa COTY | Special mention | Africa Brand Summit | The 2020 Africa Brand Summit | Africa Brand Summit |
| Africa COTY | Gold | Magna Carta | #WearItForMe | MTN Group |
| Arts and Entertainment | Special mention | Eclipse Communication | Queen Sono – Season 1 Launch | Netflix |
| Arts and Entertainment | Bronze | Atmosphere Communications | DStv ADD Movies | DStv |
| Arts and Entertainment | Silver | One-Eyed Jack, Eclipse Communications, Anything Goes and AMP Events | #LightSARed | Light SA Red |
| Arts and Entertainment | Gold | Clockwork and Eclipse Communications | Blood and Water | Netflix |
| Best large PR Consultancy | Gold | DNA Brand Architects | N/A | N/A |
| Best Mid-sized Consultancy | Gold | Atmosphere Communications | N/A | N/A |
| Best Small PR Consultancy | Gold | The Friday Street Club | N/A | N/A |
| Best PR Professional | Gold | Dustin Chick | Razor PR | N/A |
| Best up and coming PR | Gold | Lebina Ditha | Weber Shandwick | N/A |
| Best use of an event to build or change reputation | Special mention | Positive Dialogue | Dala Your Colour | Jive |
| Best use of an event to build or change reputation | Bronze | M Sports Marketing | Africa's 5s 2020 Media Launch | ABInBev |
| Best use of an event to build or change reputation | Silver | Clockwork and Eclipse Communications | Blood and Water | Netflix |
| Best use of an event to build or change reputation | Gold | By Design Communications | Orange is the New Black | Orlando Pirates |
| Business to business | Bronze | Stone Consulting | Leveraging Accenture's South Africa's Share of Voice | Accenture |

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|--|-----------------|---|---|--------------------------------------|
| Community relations | Bronze | Magna Carta | #WearItForMe | MTN Group |
| Community relations | Silver | Black House Media Nigeria | ASAP | MTN Nigeria |
| Communication research | Bronze | Dev-com | Customer Promise Research Information Brand Campaign | Dev-Com |
| Consumer PR for an existing product or service | Bronze | Retroviral, Tenth Street, Webfluentia, I Heart PR and Tiger Fight | My Body – Stand Up | 1 st For Women |
| Consumer PR for an existing product or service | Silver | Clockwork and Eclipse Communications | Blood and Water | Netflix |
| Consumer PR for an existing product or service | Gold | Retroviral | #MyKreepyTeacher | Kreepy Krauly |
| Corporate communication | Bronze | Razor PR | The Clarity Charter | BDO South Africa |
| Corporate Responsibility | Special mention | DNA Brand Architects | Tastic x Laduma – Spirit of Ubuntu: True Generosity | Tiger Brands |
| Corporate Responsibility | Bronze | Levergy | The Nedbank Cup Play Your Part | Nedbank |
| Corporate Responsibility | Silver | Paddington Station | #PinkDiaries | DGB Strawberry Lips |
| COVID-19 Fee Free | Special mention | CSA Global SA | Stella Artois: Wetpaint – A Social Experiment in Social | ABInBev |
| COVID-19 Fee Free | Bronze | Magna Carta | #WearItForMe | MTN SA |
| COVID-19 Fee Free | Silver | Tribeca PR | The Launch of Sanitised Sanctuaries | The Capital Hotel and Apartments |
| COVID-19 Fee Free | Gold | The Riverbed Agency | Nedbank Money and Emotions | Nedbank |
| Crisis Management | Silver | Shoprite | R5 Complaint that Raised 1 Million Rand for Act for Change Fund | Shoprite |
| Crisis Management Online | Silver | Flow Communications | SAMA Persal Migration | SAMA |
| Digital Media Relations | Bronze | The Riverbed Agency | Nedbank Money and Emotions | Nedbank |
| Digital Media Relations | Silver | Flow Communications | Fighting Inequality: 18 th Nelson Mandela Annual Lecture | Nelson Mandela Foundation |
| Digital Media Relations | Gold | Retroviral | #MyKreepyTeacher | Kreepy Krauly |
| Environmental | Bronze | Levergy | Nedbank Green Trust 30 th Anniversary | Nedbank |
| Environmental | Silver | Flow Communications | Annual Lecture | The Desmond and Leah Tutu Foundation |
| Financial Services | Special mention | Razor PR | The Clarity Charter | BDO South Africa |

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|--|-----------------|---|---|----------------------------------|
| Financial Services | Bronze | Retroviral, Tenth Street, Webfluentia, I Heart PR and Tiger Fight | My Body – Stand Up | 1 st For Women |
| Financial Services | Silver | The Riverbed Agency | Nedbank Everyday Heroes | Nedbank |
| Food and Beverage | Bronze | Positive Dialogue | Dala Your Colour | Jive |
| Food and Beverage | Silver | Atmosphere Communications | #TastetheAction | Mondelez Cadbury |
| Food and Beverage | Gold | DNA Brand Architects | Tastic x Laduma – Spirit of Ubuntu: True Generosity | Tiger Brands |
| Gaming and Virtual Reality | Silver | Tribeca PR | Logitech G Content Creator Academy | Logitech |
| Healthcare | Gold | Tribeca PR | Stay Well with SOLAL | SOLAL |
| Influencer Management | Special mention | Magna Carta | #WearItForMe | MTN SA |
| Influencer Management | Bronze | Off-Limits Communications | Castle Lite Drop | ABInBev |
| Influencer Management | Silver | Retroviral | #PreLovedLoveSongs | Gumtree |
| Influencer Management | Gold | The Hardy Boys | Vaseline 101 Reasons | Unilever |
| Influencer of the Year | Bronze | Kevin McLennan – Go Trend | N/A | N/A |
| Integration of traditional and new media | Special mention | The Riverbed Agency | Nedbank Everyday Heroes | Nedbank |
| Integration of traditional and new media | Bronze | The Riverbed Agency | Ad Crashers for Small Business | A The Riverbed Agency Initiative |
| Integration of traditional and new media | Silver | JoJo | Our Podcast Series | JoJo |
| Internal or employee communication | Special mention | Flow Communications | SAMA Persal Migration | SAMA |
| Internal or employee communication | Bronze | By Design Communications | Learning in Lockdown | Spark Schools |
| International Campaign | Gold | Magna Carta | #WearItForMe | MTN Group |
| Launch of a new product, service or category | Special mention | The Creative Counsel | PPC Sure Rewards | PPC |
| Launch of a new product, service or category | Special mention | Promote Communications | Salome #BreaktheSilence | Three 60 Biomedicine |
| Launch of a new product, service or category | Special mention | Retroviral | Matchkit.co | Matchkit |

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|--|-----------------|---|--|----------------------------------|
| Launch of a new product, service or category | Bronze | Shoprite | Sixty60 App | Shoprite |
| Launch of a new product, service or category | Silver | Atmosphere Communications | DStv ADD Movies | DStv |
| Media relations | Special mention | CSA Global SA | Stella Artois: Wetpaint – A Social Experiment in Social Distancing | Stella Artois |
| Media relations | Bronze | The Riverbed Agency | Ad Crasher for Small Business | A The Riverbed Agency Initiative |
| Media relations | Silver | Retroviral, Tenth Street, Webfluentia, I Heart PR and Tiger Fight | My Body – Stand Up | 1 st For Women |
| Media relations | Gold | The Riverbed Agency | Nedbank Money and Emotions | Nedbank |
| NGO Campaign | Bronze | PR Worx | Potatoes South Africa | Potatoes South Africa |
| NGO Campaign | Silver | The Riverbed Agency | Aware.org Pay It Forward | Aware.org |
| NGO Campaign | Gold | HWB Communications | Cap The Gap | The Feenix Trust |
| PR on a Shoestring | Silver | Razor PR | The Net Nkasa Award | SANEF |
| PR on a shoestring | Gold | Retroviral | #MyKreepyTeacher | Kreepy Krauly |
| Public Affairs | Bronze | Razor PR | #ChangeforMe | Newzroom Afrika |
| Publications | Bronze | Shoprite | 2020 Annual Edition | Shoprite |
| Publications | Silver | DPDHL SG | Logistics of Things | DHL |
| Resources | Special mention | Black House Media Nigeria | Nigeria PR Report | Black House Media |
| Resources | Bronze | By Design Communications and Media 24 | Celebrating Women on the Frontline | Anglo American |
| Resources | Silver | Tribeca PR | Tomorrow's Grid Today | Eaton |
| Reputation and Brand Management | Bronze | The Riverbed Agency | Nedbank Money and Emotions | Nedbank |
| Reputation and Brand Management | Silver | The Riverbed Agency | Supa Quick Road Safety | Supa Quick |
| SACoty | Silver | The Riverbed Agency | Aware.org Pay It Forward | Aware.org |
| SACoTY | Silver | The Riverbed Agency | Ad Crashers for Small Business | A The Riverbed Agency Initiative |
| SACoTY | Silver | PR Worx | ISG | ISG |
| SACoTY | Silver | DNA Brand Architects | Tastic x Laduma: Spirit of Ubuntu – True Generosity | Tiger Brands |
| SACoTY | Silver | Retroviral | My Body – Stand Up | 1 st For Women |
| SACoTY | Gold | Retroviral | #MyKreepyTeacher | Kreepy Krauly |

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| Social media as the primary communication tool | Special mention | The Hardy Boys | #ShareYourMess | Unilever |
| Social media as the primary communication tool | Bronze | The Riverbed Agency | Nedbank Money and Emotions | Nedbank |
| Social media as the primary communication tool | Silver | Avatar Agency | Miss Universe Virtual Dinner Party | Unilever |
| Social media as the primary communication tool | Gold | Clockwork and Eclipse Communications | Blood and Water | Netflix |
| Sponsorship | Bronze | By Design Communications | Orange is the New Black | Orlando Pirates |
| Sponsorship | Silver | By Design Communications | When Motor Sport Stopped We Didn't | King Price Extreme |
| Sponsorship | Gold | M-Sports Marketing | Carling Currie Cup | Carling |
| Sport | Special mention | By Design Communication | Orange is the New Black | Orlando Pirates |
| Sport | Bronze | M-Sports Marketing | Carling Black Label Cup of Ages | ABInBev |
| Sport | Silver | The Grind PR | 2020 MTN8 Tournament | MTN SA |
| Student CoTY | Bronze | University of Johannesburg | My Indaba | University of Johannesburg |
| Student CoTY | Gold | University of Johannesburg | eLearning 2020 | University of Johannesburg |
| Technology | Special mention | Retroviral | Launch of Matchkit.co | Matchkit |
| Technology | Special mention | Magna Carta | Momo Launch | MTN SA |
| Technology | Bronze | Magna Carta | #MTN5G Launch | MTN SA |
| Technology | Silver | Positive Dialogue | OnePlus 7T Pro Launch | One Plus |
| Technology | Gold | Magna Carta | #DEFBARS | MTN SA |
| Travel and Tourism | Special mention | Jenny Newman PR | LIFT Launch | LIFT |
| Travel and Tourism | Special mention | Positive Dialogue | Inspired by Mzansi | The Mariott |
| Travel and Tourism | Bronze | Tribeca PR | The Launch of Sanitised Sanctuaries | The Capital Hotel and Apartments |
| Travel and Tourism | Silver | HWB Communications and Flow Communications | The Table Mountain Come Back | The Table Mountain Aerial Cableway Company |
| Travel and Tourism | Gold | The Frida Street Club | The V&A Waterfront 100 Beautiful Things | The V&A Waterfront |

About the PRISM Awards:

The PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism in their public relations and communication campaigns.

<http://www.prism-awards.co.za> or www.prisa.co.za

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