

# All the Sabre Awards Africa 2023 winners & finalists

The 2023 Africa Sabre Awards winners and finalists have been announced.



Source: © Provoke Media [Provoke Media](#) The 2023 Africa Sabre Awards finalists and winners have been announced

The Awards, which recognise superior achievement in branding, reputation, and engagement, will be announced at the Africa Sabre award ceremony on 18 May as part of the 2023 African Public Relations Conference in Lusaka, Zambia. The campaigns were evaluated by a jury of industry leaders.

## Finalists: Platinum Sabre Award for Best in Show

- Be You Period — Lil-Lets with Retroviral
- Mercy Ships Africa Celebrations — Mercy Ships with APO Group
- Vodacom Africa.Connected - Working together towards an inclusive, digital future — Vodacom with WE Communications
- Keep Walking Africa Top 30 — Johnnie Walker and Trace with Celebrity Services Africa, Omnicom Media Group, Publicis Groupe
- Reimagining Mental Health — Investec Life with Razor PR / M&C Saatchi Group SA

## Winners: Diamond Sabre Awards

- CEO of the year  
Winner: Project Phoenix- B.O.S 2.0 — Lagos State Government with Chain Reactions Africa  
Certificate of Excellence:  
CEO of the Year — MTN Nigeria

- Company of the year  
Winner: Doing good is good for business — Shoprite  
Certificate of Excellence: Airtel Touching Lives — Airtel Nigeria with CMC Connect  
Certificate of Excellence: Company of the Year — MTN Nigeria



## Retroviral crowned Africa's PR Agency of the Year at the 2023 EMEA Sabre Awards

Danette Breitenbach 24 Mar 2023



- The Sabre Award for Superior Achievement in Brand-Building  
Winner: Be You Period — Lil-Lets with Retroviral  
Certificate of Excellence: Black Panther: Wakanda Forever — Disney  
Certificate of Excellence: Purpose driven comms to establish leadership — BetKing Nigeria with LSF PR
- The Sabre Award for Superior Achievement in Reputation Management  
Winner: School Feeding Program — Lake Turkana Wind Power with Hill+Knowlton East Africa Limited  
Certificate of Excellence: 500 Tonnes Light — Anglo American with Razor PR / M&C Saatchi Group SA  
Certificate of Excellence: Ford Next-Gen Ranger pre-launch campaign — Ford South Africa with Meropa Communications  
Certificate of Excellence: Honeywell Group — Honeywell Group Limited  
Certificate of Excellence: Shikisha Form na Senator — Kenya Breweries with Inter Management Group (IMG) Kenya
- The Sabre Award for Superior Achievement in Research and Planning  
Winner: Sixty60 Swindler — Checkers Sixty60 with Retroviral  
Certificate of Excellence: Election Preparedness Campaign — Communication Authority of Kenya with Hill+Knowlton East Africa Limited  
Certificate of Excellence: Nigeria Market Sentiment and Study Motivations Report — University of Sussex, Brighton, United Kingdom with Vive Africa  
Certificate of Excellence: RE Series — Nestle with Weber Shandwick Africa  
Certificate of Excellence: The Dive In Festival for Diversity & Inclusion in Insurance — Aon with Gong Communications & Phyllion
- The Sabre Award for Superior Achievement in Measurement and Evaluation  
Winner: Reinvigorating a corporate narrative to drive investor engagement — Octodec Investments Limited with Instinctif Partners Africa  
Certificate of Excellence: Africa Banks on IBM — IBM with Weber Shandwick  
Certificate of Excellence: Cheers to Our Next 100! — East African Breweries Limited (EABL) with Inter Management Group (IMG) Kenya

## Geographic

- Northern Africa  
Winner: Africa's Business Heroes — Jack Ma Foundation with APO Group  
Certificate of Excellence: Canon R-Tour — Canon with APO Group
- Western Africa  
Winner: Mercy Ships Africa Celebrations — Mercy Ships with APO Group

Certificate of Excellence: H.Insured: All About Insurance. A down to earth thought leadership series by Hollard — Hollard Ghana with Hollard Ghana (Hollard Insurance & Hollard Life)

Certificate of Excellence: Heineken UCL Trophy Tour — Nigerian Breweries/Heineken

Certificate of Excellence: Maltina Teacher of the Year — Nigerian Breweries with Integrated Indigo Limited

Certificate of Excellence: Nigerian Ladies in PR — MacArthur Foundation, Kogi Government with Image Merchants Promotion Limited

- Eastern Africa

Winner: School Feeding Program — Lake Turkana Wind Power with Hill+Knowlton East Africa Limited

Certificate of Excellence: KQ Sustainable Flight Challenge — Kenya Airways

Certificate of Excellence: RGB: Boutey - Retourne, Nou Repran Li — Phoenix Beverages Group with Zethical (Mauritius)

- Central Africa

Winner: #Savinglivesandlivelihoods — Mastercard Foundation with Engage BCW, Kenya

Certificate of Excellence: Glide Webisodes Campaign: "Building Awareness to End Diseases of Poverty" — Glide with Gong Communications

- Southern Africa

Winner: Nando's Bright Sides — Nando's with Eclipse Communications

Certificate of Excellence: #YesWeKann — Terra and Alteo with Blast BCW

Certificate of Excellence: Doing good is good for business — Shoprite with KAMuses

Certificate of Excellence: Repurpose The Surplus — Food Forward South Africa with Ogilvy South Africa

Certificate of Excellence: The More Than Water Campaign — Coca-Cola Bottling South Africa with Ogilvy South Africa

## Practice areas

- Business-To-Business Marketing

Winner: Launch of Profitroom into South Africa — Profitroom with Tribeca Public Relations

Certificate of Excellence: B2B campaign to empower distributors — Flour Mills Nigeria

Certificate of Excellence: Kerry Taste Manufacturing Facility Launch in Hammarsdale — Kerry with FleishmanHillard

- Cause-Related Marketing

Winner: RGB: Boutey - Retourne, Nou Repran Li — Phoenix Beverages Group with Zethical (Mauritius)

Certificate of Excellence: Grand-Pa Spaza Academy — GrandPa with MSL

Certificate of Excellence: Innovating a way out the climate crisis — Microsoft Middle East & Africa with WE Communications South Africa

- Corporate Image

Winner: 500 Tonnes Light — Anglo American with Razor PR / M&C Saatchi Group SA

Certificate of Excellence: Momentum — Cellulant with Chain Reactions Africa

Certificate of Excellence: More than Golf — Absa Bank Kenya with Apex Porter Novelli

Certificate of Excellence: MTN 5G — MTN Nigeria

Certificate of Excellence: Tasting Notes: A Story of Sound and Wine — Nedbank with Levergy

- Corporate Social Responsibility

Winner: Africa's Business Heroes — Jack Ma Foundation with APO Group

Certificate of Excellence: 9mobile Health Talk Series — 9mobile with Chenist Communications

Certificate of Excellence: MTN Y'ellopreneur - Empowering Female Entrepreneurs — MTN Nigeria

- Crisis/Issues Management

Winner: #YesWeKann — Terra and Alteo with Blast BCW

Certificate of Excellence: KQ Industrial Action — Kenya Airways with Edelman Africa - Kenya

Certificate of Excellence: Mumias Sugar Company Revival — Mumias Sugar Company Limited with P&L Consulting Limited

- Digital Campaign

Winner: Sixty60 Swindler — Checkers Sixty60 with Retroviral

Certificate of Excellence: #Jambojetrewards — Jambojet with Engage BCW Kenya

Certificate of Excellence: Women ruling tech: Showcasing the leading role of female innovators — atingi with Instinctif Partners Africa

- Employee Communications

Winner: Nigerian Ladies in PR — MacArthur Foundation, Kogi Government with Image Merchants Promotion Limited

Certificate of Excellence: Connecting Education Leaders Across Africa in the Metaverse – a new benchmark for employee engagement to instigate change and innovation. — Honoris United Universities

Certificate of Excellence: Organisation Culture Transformation — Flour Mills of Nigeria with BHM

- Financial Communications

Winner: Mumias Sugar Company Revival — Mumias Sugar Company Limited with P&L Consulting Limited

Certificate of Excellence: Believe Different | AfrAsia Bank Mauritius Open 2022 — AfrAsia Bank with Contentify and Pixel Render

Certificate of Excellence: The headline that became a campaign — Shoprite

- Integrated Marketing

Winner: Be You Period — Lil-Lets with Retroviral

Certificate of Excellence: Big Brother Naija Season 7 — Multichoice Nigeria

Certificate of Excellence: Coca Cola No Sugar Launch — Coca Cola Indian Ocean Islands with Zethical (Mauritius) with Coca Cola Indian Ocean Islands Marketing Team

Certificate of Excellence: Putting Mezuzah Security Services on the map — Mezuzah Security Services with Instinctif Partners Africa

Certificate of Excellence: Rick & Morty #WORMAGEDDON — Warner Bros. Discovery with BCW Africa

- Marketing to Consumers (New Product)

Winner: Qashqai Launch for Nissan — Nissan with Edelman Africa - South Africa

Certificates of Excellence: Curl expression by LPP — L'oreal Professionel Paris with LSF PR

Certificate of Excellence: Mac X Tiwa Campaign in Kenya — Mac Cosmetics with African Elite Group

- Marketing to Consumers (Existing Product)

Winner: The power of a storyline to highlight existing products — Shoprite with KAMuses

Certificate of Excellence: Star Radler Relaunch — Nigerian Breweries

Certificate of Excellence: The NaijaHighlandah Challenge #TNH — William Lawson's with Chain Reactions Africa

- Media Relations

Winner: Anything For The Taste — KFC with Ogilvy South Africa

Certificate of Excellence: Adams & Adams Media Relations - Making it real — Adams & Adams with WE Communications

Certificate of Excellence: Airtel Africa's The Voice Launch — Airtel Africa with Hudson Sandler

Certificate of Excellence: HMD Global Differentiated Media Relations — HMD Global, home of Nokia phones with FleishmanHillard

Certificate of Excellence: The US Africa Leaders Summit - A New Narrative On Investing In Africa — Prosper Africa with Edelman Africa - South Africa

- Public Affairs/Government Relations

Winner: Bridging the digital chasm in Africa — Vodacom with WE Communications South Africa  
Certificate of Excellence: Connecting the unconnected — ITU with LSF PR  
Certificate of Excellence: On Social Media Code of Practice — NITDA with Image Merchants Promotion Limited

- Public Education

Winner: Repurpose The Surplus — Food Forward South Africa with Ogilvy South Africa

Certificates of Excellence: 2022 World Public Relations Day — BHM

Certificate of Excellence: HP Education — HP with Edelman Africa - South Africa

- Social Media Campaign

Winner: #FerToBooster — Business Mauritius with Blast BCW

Certificate of Excellence: #Fairmontmoments — Fairmont The Norfolk with Engage BCW, Kenya

Certificate of Excellence: Desperados collectives — Nigerian Breweries/

- Special Event/Sponsorship

Winner: Creators Day — Meta with Clockwork

Certificate of Excellence: Cheers to the Next 100! — East African Breweries Limited (EABL) with Inter Management Group (IMG) Kenya

Certificate of Excellence: MTN Football — MTN Nigeria

## Industry sectors

- Associations

Winner: Basketball Africa League Season 2 — Basketball Africa League with APO Group

- Consumer Products/Services

Winner: Keep Walking Africa Top 30 — Johnnie Walker and Trace with Celebrity Services Africa, Omnicom Media Group, Publicis Groupe

Certificate of Excellence: Coca Cola Fifa World Cup Trophy Tour — Coca Cola with Ogilvy Africa

Certificate of Excellence: Love What You Do — Sweet-Orr & Lybro (Pty) Ltd with Eclipse Communications

- Fashion & Beauty

Winner: Pantene Superfoods — P&G with MSL

Certificate of Excellence: Dove Care Conversations — Dove Men Care with Edelman Africa - South Africa

Certificate of Excellence: Lancôme SSA Influencer Content Creation Trip — Lancôme with Redrick Public Relations Limited

- Financial & Professional Services

Winner: Reimagining Mental Health — Investec Life with Razor PR / M&C Saatchi Group SA

Certificate of Excellence: A better way to understand travel risk — Bryte Insurance with Instinctif Partners Africa

Certificate of Excellence: Bringing Colour to Children's Hearts. Hollard Ghana's Story of Community Impact — Hollard Ghana with Hollard Ghana (Hollard Insurance & Hollard Life)

Certificate of Excellence: Standard Chartered Nairobi Marathon — Standard Chartered with Hill Knowlton East Africa Limited

Certificate of Excellence: UNBXD — Standard Bank with Clockwork

- Food & Beverage

Winner: The More Than Water Campaign — Coca-Cola Bottling South Africa with Ogilvy South Africa

Certificate of Excellence: Anything For The Taste — KFC with Ogilvy South Africa

Certificate of Excellence: The Next Highlander (Nigeria) — Bacardi William Lawson with Edelman Africa - South Africa

- Healthcare

Winner: Everyone is Welcome — KENA Health with Razor PR / M&C Saatchi Group SA

- Industrial/Manufacturing

Winner: Malta Teacher of the Year — Nigerian Breweries with Integrated Indigo Limited

Certificate of Excellence: Common External Tariff on Clinker — Bamburi Cement PLC with P&L Consulting Limited

Certificate of Excellence: Showcasing a successful investment on the national stage — Metair Investments Limited with Instinctif Partners Africa

- Media, Arts & Entertainment

Winner: Rick & Morty #WORMAGEDDON — Warner Bros. Discovery with BCW Africa

Certificate of Excellence: Rolling out the virtual red carpet — NFVF – SAFTAS 16th Annual South African Film and Television Awards with Instinctif Partners Africa

Certificate of Excellence: Trop NG Watch Party — Prime Video with Redrick Public Relations Limited

- Mining and Extractive Industries

Winner: Common External Tariff on Clinker — Bamburi Cement with P&L Consulting Limited

Certificate of Excellence: #DontDropTheBall — Total Energies with Edelman Africa - South Africa

Certificate of Excellence: Demanding Africa's Right to Energy Sovereignty — Africa Oil Week with Ogilvy South Africa

- Not for Profit/Charities

Winner: Mercy Ships Africa Celebrations — Mercy Ships with APO Group

Certificate of Excellence: #Savinglivesandlivelihoods — Mastercard Foundation with Engage BCW, Kenya

Certificate of Excellence: Speak Up Campaign — TEARS Foundation with FleishmanHillard

- Public Sector/Government

Winner: KQ Industrial Action — Kenya Airways with Edelman Africa - Kenya

Certificate of Excellence: Election Preparedness Campaign — Communication Authority of Kenya with Hill+Knowlton East Africa Limited

Certificate of Excellence: Tackling Fuel Scarcity in Ember Months — Department of State Services DSS with Image Merchants Promotion Limited

- Technology

Winner: Vodacom Africa.Connected - Working together towards an inclusive, digital future — Vodacom with WE Communications

Certificate of Excellence: 9mobile Future CEO Initiative — 9mobile

Certificate of Excellence: HMD Global Nokia T20 Tablet Launch — HMD Global, home of Nokia phones with FleishmanHillard

- Travel & Leisure

Winner: Gimme Summer That Sho't Left — South African Tourism with MSL

Certificate of Excellence: Joy from Africa to the World — V&A Waterfront with The Friday Street Club

Certificate of Excellence: Reimagine Thailand — Tourism Authority of Thailand with MSL