

Two new African categories at PRISM awards

In line with its vision of becoming an African celebration of excellence in public relations and communication, the PRISM awards have introduced two new categories with an African focus: 'Best African Network' and the 'Pan African Campaign of the Year'. The deadline for submission of entries is 6 February 2015.



The Best African Network category is aimed at "consultancies working together on common clients showing a clear Africa vision and plan, stature and presence of each in market partner."

The Pan African Public Relations Campaign of the Year is for a campaign spanning five or more countries in Africa, in an industry.

"These new categories will enable consultancies across Africa to benchmark themselves against the best on the continent, says Bridget von Holdt, Convenor of the PRISM Awards. "Six of the 10 fastest growing economies in the world are in Africa so it makes business sense for consultancies to work together in this dynamic and fast growing continent. Collaboration is a growing trend in our industry."

Public relations and communication in Africa

Africa's economic growth presents many opportunities in the communication and public relations sectors - something which more and more consultancies are leveraging. Von Holdt highlights just three countries experiencing strong growth. "Kenya has over 40 public relations consultancies, which can be attributed to the strong media industry and many independent media houses. Ghana's public relations firms have a wonderful area for growth because of the many development and construction projects in the country."

Nigeria has the biggest economy in Africa and their communication, entertainment and technology sectors are fast expanding. "Nigerians are also starting to accept the growing importance of public relations outside of government. According to the Public Relations Consultants Association of Nigeria (PRCAN) the growing importance of public relations can be attributed to more open societies through democracy and the explosion in media channels."

Criteria

Judges are looking for local insight, tactical adaption for local conditions and results specific to the original objectives for the 'Pan African Campaign of the Year'.

For the 'Best African Network' category, the judges will evaluate against the following criteria; evidence that the consultancies work together on common clients, evidence of training, evidence of a clear African vision and plan, stature and presence of each in market partner (staff numbers, top five clients, length of partnership, the credentials of the senior team).

"We are excited about the new categories and we are looking forward to seeing the entries," concludes Von Holdt.

The PRISM Awards will be presented to the winners at a celebratory event on Sunday 19 April 2015 at The Maslow Hotel in Sandton. For more information, go to www.prism-awards.co.za.

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