

PRISMs 2015 - Celebration of African excellence

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A true celebration of African culture, collaboration and communication, this year's PRISM Awards was recognised as one of the best yet! With a record number of entries and a host of impressive judges and sponsors, the awards ceremony, held at the Maslow Hotel in Sandton on 19 April, saw the biggest attendance in the event's 18-year history.

The PRISM Awards 2015 achieved some impressive milestones: a 20% increase in submissions, a 16% increase in attendance, as well as a record number of judges (41), media partners (6) and sponsors (34)!

The annual PRISM Awards are about recognising and celebrating great public relations campaigns. It provides an opportunity for public relations professionals to benchmark their campaigns against the best of the best!

With the addition of two new categories - the 'Best African Network' and 'The Pan African Campaign of the Year' - this year's Awards were positioned in line with the Vision of the PRISMs becoming a Continental programme! Seen as the Oscars of the public relations industry, the popularity has grown tremendously over recent years.



Bridget von Holdt, PRISM Awards Convenor



PRISM Awards MC and Morning Live Presenter, Leanne Manas

"A winning entry starts with a single idea and expands with a collaboration of efforts," said Lauren Volmink, Director at Atmosphere Communications, the Cape Town-based consultancy which scooped the 'Campaign of the Year' award for their Sanlam One Rand Man Campaign. Global public relations consultancy FleishmanHillard won the Pan African Campaign of the Year for their Absa 'Prosper' campaign.



Ashraf Garda, PRISM Awards MC and Radio and TV Presenter

"The quality of the entries this year was phenomenal, particularly the quality of the top five that were shortlisted for the Campaign of the Year," stated Sylvester Chauke, Chief Architect: DNA Brand Architects and one of the judges.



South African Campaign of the Year Gold Winners, Atmosphere Communications

The Best Small Public Relations Consultancy Award went to Plato Communications, the Best Mid-sized Consultancy went to Atmosphere Communications and FleishmanHillard South Africa took top honours for Best Large Public Relations Consultancy.



Pan African Campaign of the Year Gold Winners, FleishmanHillard

"More and more public relations professionals are seeing the value in winning a PRISM Award - as are their clients, corporates and government organisations," states Bridget von Holdt, Convenor of the PRISM Awards. "Whether you are looking for recognition, to satisfy your clients, build your business, or simply find out how good your public relations campaigns are: winning a PRISM award can do all this!"

The PRISM Awards sponsors included Airports Company South Africa, About Entertainment, Afroflame, Blue Apple, Candy Construction, CIMA, Facebook, Grind Coffee, GroundUp Media, Innovative glass design, Just You Models, Lounge Around, Mango, Paper Packaging Place, Pear Factor, ROi Africa, Sappi, The Maslow Hotel,

Toni Glass, Upstage Productions, Von H Brand Provocateur, Vukani Fashions, WeCollaborate, Zoom Photography and Sun International. Media partners include Bizcommunity, Cliff Central, Jozi Maboneng Radio, Mix FM, The Event and UNISA Radio.

For more information on the Awards, contact Susan Richardson at PRISA on tel 011 326-1262 or e-mail susanr@prisa.co.za. Website: www.prism-awards.co.za

For more, visit: <https://www.bizcommunity.com>