

King James Group, Atmosphere ranked 17th at 2019 Global Sabre Awards

The 2019 Global Sabre Awards were recently announced at PProvoke19 Global PR Summit in Washington, DC. The 40 winners were selected from over 5,500 entries submitted around the world to The Holmes Report's Sabre Awards competition.



Image credit: Global Sabre Awards.

The Sabre Awards – which include competitions for the Americas, EMEA, Latin America and the Asia-Pacific region – represent best practice in public relations in categories ranging from social media to social responsibility, from public affairs to employee communications.

Weber Shandwick was crowned Global Agency of the Year, for the fourth time in six years. Other firms that won Global Agency of the Year honours include M Booth, Joele Frank, Ketchum, Edelman, Evoke Kyne, Grayling, WE and BoldT.

Meanwhile, Every Baby is a Gerber Baby by Gerber with Edible was ranked the best campaign in the world from the 40 Global Sabre winners. King James Group and Atmosphere represented for South Africa – they were ranked 17th for their campaign for Siemens, which is titled Fabric.

Here are the 40 best campaigns for the 2019 Global Sabre Awards:

1. Every Baby is a Gerber Baby: Sparking a Global Conversation on Inclusion – Gerber with Edible
2. Protect her Wings! – MSD Romania with Rogalski Damaschin Public Relations
3. #CoverTheProgress – Discover Puerto Rico with Ketchum
4. The cUUpcakes – Roche Hong Kong Limited with DNA Medical Communications
5. #RepresentLove – Tinder with M Booth
6. Fighting Financial Exclusion in Brazil – Airfox with Sherlock Communications
7. Pu:rest - A Waste Water Beer – Carlsberg Sweden, IVL Swedish Environmental Institute & New Carnegie Brewery with BCW Stockholm
8. The Global Four-Day Movement – Perpetual Guardian with Alexander PR
9. The Oh Henry! 4:25 Bar Launch – The Hershey Company with UM, Mint, Reprise, Anomaly
10. Big Mac 50th Anniversary – McDonald's with Golin, The Marketing Store, Design by Disruption, Osborne Coinage, Moving Picture Company
11. Ghanaians Against Child Abuse (GACA) – Unicef and Government of Ghana with Ogilvy Ghana
12. Dear Condom – RFSU (the Swedish Association for Sexuality Education) with House of Radon
13. Nikkei Blend – Nikkei with Dentsu
14. Wings for Our Girls – Mahindra Group with Adfactors Group
15. How an Unknown Startup Went Against Tech Favorite: Elon Musk – Thor Trucks with The Bulleit Group
16. Purple Purse: Overshare the Invisible – The Allstate Foundation with MSL
- 17. Fabric – Siemens with Atmosphere and the King James Group**
18. My Special Aflac Duck – Aflac with Marina Maher Communications, FleishmanHillard, Ken Willis International, CSE, Carol Cone ON Purpose, Nation of Artists
19. The Christmas Advert That Never Was – Iceland Foods Ltd with Weber Shandwick
20. I Love My Balls – Liga Contra el Cáncer Perú with Orange 360 and Wunderman Thompson
21. Explains A Lot – Burger King with Coolr
22. Prescribed to Death – National Safety Council with Ketchum, Energy BBDO, m ss ng p eces, The Mill, Flare, PHD
23. Old Milk – Coop with Edelman, Stockholm and Edelman, London
24. From Rubbish to Roads – Turning Waste Plastics and Toner into Better Quality Asphalt Roads – Close the Loop with Market Eye
25. Energy for Life: A Year in Communications – Abu Dhabi National Oil Company
26. Work Does Not Discriminate – Confederation of Finnish Industries (EK) with Milton
27. Exclusive the Rainbow – Skittles with ICF Next
28. Yeh Diwali HONOR Wali' (A Diwali with Honor) – Honor with Genesis BCW
29. Victory Fridge – ABInbev, Bud Light with 3PM Agency (Weber Shandwick in partnership with PMK-BNC)
30. Cabcharge Digital Pass - An Australian-First Digital Taxi Ticket – Cabcharge Australia with Howorth Communications, part of opr Agency
31. Bad Luck Boxers – P&G Gillette with Ketchum Brazil (part of MMK+)
32. #22Victories – Medela with Ogilvy
33. John Legere for CEO of the Year – T-Mobile with Porter Novelli
34. Target's Turnaround – Target
35. Balletfestival – The Royal Danish Theatre with HAVE Communications
36. Raising the Bar: A Stock Imagery Refresh – Anheuser-Busch (Elevate Platform) with Praytell
37. May is for Mothers | Merck for Mothers – Merck for Mothers with Marina Maher Communications

38. Let People Speak #Nooutsidefoodincinema – PVR Cinemas with Avian WE
39. Primrose Schools Helps Working Parents #LetGuiltGo – Primrose Schools with Jackson Spalding
40. Prosocial: Changing the Conversation Around *13 Reasons Why* – Netflix with Zeno Group

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