

All the winners!

The annual Prism Awards, celebrating excellence in the public relations and communication industry took place on Friday, 4 June 2021 in a virtual format hosted by TV presenter, Thabiso Makhubela.



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 a 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.



Prism Awards announces Young Voices for 2021

19 May 2021



"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.

And the winners are...

Africa COTY			
Award	Company	Client	Campaign
Special mention	Africa Brand Summit	Africa Brand Summit	The 2020 Africa Brand Summit
Gold	Magna Carta	MTN Group	#WearItForMe
Arts and Entertainment			
Special mention	Eclipse Communication	Netflix	<i>Queen Sono</i> – Season 1 Launch
Bronze	Atmosphere Communications	DStv	DStv ADD Movies
Silver	One-Eyed Jack, Eclipse Communications, Anything Goes and AMP Events	Light SA Red	#LightSARed
Gold	Clockwork and Eclipse Communications	Netflix	<i>Blood and Water</i>
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	N/A	Razor PR
Best up and coming PR			
Gold	Lebina Ditha	N/A	Weber Shandwick
Best use of an event to build or change reputation			
Special mention	Positive Dialogue	Jive	Dala Your Colour
Bronze	MSports Marketing	ABInBev	Africa's 5s 2020 Media Launch
Silver	Clockwork and Eclipse Communications	Netflix	<i>Blood and Water</i>
Gold	ByDesign Communications	Orlando Pirates	Orange is the New Black
Business to business			
Bronze	Stone Consulting	Accenture	Leveraging Accenture's South Africa's Share of Voice
Community relations			
Bronze	Magna Carta	MTN Group	#WearItForMe
Silver	Black House Media Nigeria	MTN Nigeria	ASAP
Communication research			

Bronze	Dev-com	Dev-Com	Customer Promise Research Information Brand Campaign
Consumer PR for an existing product or service			
Bronze	Retroviral, Tenth Street, Webfluentia, I Heart PR and Tiger Fight	1st For Women	My Body – Stand Up
Silver	Clockwork and Eclipse Communications	Netflix	<i>Blood and Water</i>
Gold	Retroviral	Kreepy Krauly	#MyKreepyTeacher
Corporate communication			
Bronze	Razor PR	BDO South Africa	The Clarity Charter
Corporate Responsibility			
Special mention	DNA Brand Architects	Tiger Brands	Tastic x Laduma – Spirit of Ubuntu: True Generosity
Bronze	Levergy	Nedbank	The Nedbank Cup Play Your Part
Silver	Paddington Station	DGB Strawberry Lips	#PinkDiaries
COVID-19 Fee Free			
Special mention	CSA Global SA	ABInBev	Stella Artois: Wetpaint – A Social Experiment in Social
Bronze	Magna Carta	MTN SA	#WearItForMe
Silver	Tribeca PR	The Capital Hotel and Apartments	The Launch of Sanitised Sanctuaries
Gold	The Riverbed Agency	Nedbank	Nedbank Money and Emotions
Crisis Management			
Silver	Shoprite	Shoprite	R5 Complaint that Raised 1 Million Rand for Act for Change Fund
Crisis Management Online			
Silver	Flow Communications	SAMA	SAMA Persal Migration
Digital Media Relations			
Bronze	The Riverbed Agency	Nedbank	Nedbank Money and Emotions
Silver	Flow Communications	Nelson Mandela Foundation	Fighting Inequality: 18th Nelson Mandela Annual Lecture
Gold	Retroviral	Kreepy Krauly	#MyKreepyTeacher
Environmental			
Bronze	Levergy	Nedbank	Nedbank Green Trust 30th Anniversary
Silver	Flow Communications	The Desmond and Leah Tutu Foundation	Annual Lecture
Financial Services			
Special mention	Razor PR	BDO South Africa	The Clarity Charter
Bronze	Retroviral, Tenth Street, Webfluentia, I Heart PR and Tiger Fight	1st For Women	My Body – Stand Up
Silver	The Riverbed Agency	Nedbank	Nedbank Everyday Heroes
Food and Beverage			
Bronze	Positive Dialogue	Jive	Dala Your Colour
Silver	Atmosphere Communications	Mondelez Cadbury	#TasteTheAction
Gold	DNA Brand Architects	Tiger Brands	Tastic x Laduma – Spirit of Ubuntu: True Generosity
Gaming and Virtual Reality			
Silver	Tribeca PR	Logitech	Logitech G Content Creator Academy
Healthcare			
Gold	Tribeca PR	SOLAL	Stay Well with SOLAL
Influencer Management			
Special mention	Magna Carta	MTN SA	#WearItForMe
Bronze	Off-Limits Communications	ABInBev	Castle Lite Drop
Silver	Retroviral	Gumtree	#PreLovedLoveSongs
Gold	The Hardy Boys	Unilever	Vaseline 101 Reasons
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	Nedbank Everyday Heroes

Bronze	The Riverbed Agency	A The Riverbed Agency Initiative	Ad Crashers for Small Business
Silver	JoJo	JoJo	Our Podcast Series
Internal or employee communication			
Special mention	Flow Communications	SAMA	SAMA Persal Migration
Bronze	ByDesign Communications	Spark Schools	Learning in Lockdown
International Campaign			
Gold	Magna Carta	MTN Group	#WearItForMe
Launch of a new product, service or category			
Special mention	The Creative Counsel	PPC	PPC Sure Rewards
Special mention	Promote Communications	Three 60 Biomedicine	Salome #BreaktheSilence
Special mention	Retroviral	Matchkit	Matchkit.co
Bronze	Shoprite	Shoprite	Sixty60 App
Silver	Atmosphere Communications	DStv	DStv ADD Movies
Media relations			
Special mention	CSA Global SA	Stella Artois	Stella Artois: Wetpaint – A Social Experiment in Social Distancing
Bronze	The Riverbed Agency	A The Riverbed Agency Initiative	Ad Crasher for Small Business
Silver	Retroviral, Tenth Street, Webfluential, I Heart PR and Tiger Fight	1st For Women	My Body – Stand Up
Gold	The Riverbed Agency	Nedbank	Nedbank Money and Emotions
NGO Campaign			
Bronze	PR Worx	Potatoes South Africa	Potatoes South Africa
Silver	The Riverbed Agency	Aware.org	Aware.org Pay It Forward
Gold	HWB Communications	The Feenix Trust	Cap The Gap
PR on a Shoestring			
Silver	Razor PR	SANEF	The Net Nkasa Award
PR on a shoestring			
Gold	Retroviral	Kreepy Krauly	#MyKreepyTeacher
Public Affairs			
Bronze	Razor PR	Newzroom Afrika	#ChangeforMe
Publications			
Bronze	Shoprite	Shoprite	2020 Annual Edition
Silver	DPDHL SG	DHL	Logistics of Things
Resources			
Special mention	Black House Media Nigeria	Black House Media	Nigeria PR Report
Bronze	ByDesign Communications and Media 24	Anglo American	Celebrating Women on the Frontline
Silver	Tribeca PR	Eaton	Tomorrow's Grid Today
Reputation and Brand Management			
Bronze	The Riverbed Agency	Nedbank	Nedbank Money and Emotions
Silver	The Riverbed Agency	Supa Quick	Supa Quick Road Safety
SA CoTY			
Silver	The Riverbed Agency	Aware.org	Aware.org Pay It Forward
Silver	The Riverbed Agency	A The Riverbed Agency Initiative	Ad Crashers for Small Business
Silver	PR Worx	ISG	ISG
Silver	DNAB rand Architects	Tiger Brands	Tastic x Laduma: Spirit of Ubuntu – True Generosity
Silver	Retroviral	1st For Women	My Body – Stand Up
Gold	Retroviral	Kreepy Krauly	#MyKreepyTeacher
Social media as the primary communication tool			
Special mention	The Hardy Boys	Unilever	#ShareYourMess
Bronze	The Riverbed Agency	Nedbank	Nedbank Money and Emotions
Silver	Avatar Agency	Unilever	Miss Universe Virtual Dinner Party
Gold	Clockwork and Eclipse Communications	Netflix	<i>Blood and Water</i>
Sponsorship			

Bronze	ByDesign Communications	Orlando Pirates	Orange is the New Black
Silver	ByDesign Communications	King Price Extreme	When Motor Sport Stopped We Didn't
Gold	M-Sports Marketing	Carling	Carling Currie Cup
Sport			
Special mention	ByDesign Communication	Orlando Pirates	Orange is the New Black
Bronze	M-Sports Marketing	ABInBev	Carling Black Label Cup of Ages
Silver	The Grind PR	MTN SA	2020 MTN8 Tournament
Student CoTY			
Bronze	University of Johannesburg	University of Johannesburg	My Indaba
Gold	University of Johannesburg	University of Johannesburg	eLearning 2020
Technology			
Special mention	Retroviral	Matchkit	Launch of Matchkit.co
Special mention	Magna Carta	MTN SA	Momo Launch
Bronze	Magna Carta	MTN SA	#MTN5G Launch
Silver	Positive Dialogue	One Plus	OnePlus 7T Pro Launch
Gold	Magna Carta	MTN SA	#DEFBARS
Travel and Tourism			
Special mention	Jenny Newman PR	LIFT	LIFT Launch
Special mention	Positive Dialogue	The Marriott	Inspired by Mzansi
Bronze	Tribeca PR	The Capital Hotel and Apartments	The Launch of Sanitised Sanctuaries
Silver	HWB Communications and Flow Communications	The Table Mountain Aerial Cableway Company	The Table Mountain Come Back
Gold	The Frida Street Club	The V&A Waterfront	The V&A Waterfront 100 Beautiful Things

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