

## 37 African PR SABRE winners announced

KIGALI, RWANDA - An increase in entries and awards for public relations agencies operating across the African continent demonstrates the high quality of work and professionalism of the industry, said Paul Holmes of The Holmes Report, founder of the global SABRE awards for public relations excellence and effectiveness.



African Sabre Awards for PR excellence on the continent.

This year's awards saw a record number of entries from countries across the continent, including Kenya, Morocco, Uganda, Ghana, Nigeria and South Africa. "The past two African SABRE Awards competitions have attracted entries from across the continent and spotlighted great work in multiple markets and multiple practice areas," said Holmes. The Holmes Report runs the awards.

The African SABREs will be presented at a gala dinner that takes place during the African Public Relations Association's annual conference in Kigali, Rwanda, 16-17 May 2019.

Ogilvy and its clients have earned eight 2019 African SABRE Awards, more than any other agency.

Other firms whose clients earned multiple awards include; WE Communications (seven wins); South African independent Atmosphere Communications and global giant Burson Cohn & Wolfe (four each); as well as Edelman, Idea Engineers and Reputation Matters (two each).

In total, 37 SABRE trophies will be presented to African campaigns this year — an increase on the [28 awards presented](#) last year in Gaborone, Botswana.

“The increase in trophies reflects both an increase in entries from across Africa and rapid improvement in the quality of work,” said Holmes, who chaired the SABRE Africa jury. “African PR has come of age, and African agencies are producing work of the highest standard for corporate, government and non-profit clients.”

In addition, five campaigns have been shortlisted for the Platinum SABRE Award, which recognises the best African campaign of the year:

- *Fabric*—Siemens with Atmosphere and King James Group
- *Find Your Beautiful*—Darling Nigeria with LSF PR
- *Ghanaians Against Child Abuse*—UNICEF and the Government of Ghana with Ogilvy Ghana
- *MonnBienKale*—Nestle with Blast Burson Cohn & Wolfe
- *She Will Connect*—Intel

Ogilvy offices captured 43% of all trophies awarded, winning a total of 16 awards, including two Certificates of Excellence, and wins for best Digital Campaign, Cause-Related Marketing, and Social Media Campaign.

The SABRE Awards highlights the industry’s most compelling work, focusing on initiatives that drive real business impact,” said Ogilvy South Africa CCO Pete Case. “Winning a SABRE is a great validation for the increasingly strategic role of insight-driven and measurable communications. It’s also a proud moment for our teams, reward for their dedication and a win for ourselves and our clients.”

BCW scooped four Gold Awards and eight Certificates of Excellence at the 2019 African SABRE Awards. In addition, Blast BCW in Mauritius has been shortlisted for the Platinum 'Best in Show' SABRE Award, which recognises the best African campaign of the year.

Robyn de Villiers, chairman and CEO, BCW Africa commented, “I am very proud of the BCW Africa network and these world-class, results-driven campaigns that have been executed in partnership with our clients. Being recognised and awarded at the SABRE Awards Africa is an honour and reinforces the results that can be achieved when we combine world-class strategic counsel with cutting edge, integrated communications.”

***[\\* A full list of African SABRE honourees can be found here.](#)***

***Curated by Louise Marsland, Editor: Bizcommunity.Africa.***

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