

All the Prism Awards 2022 winners

By  Danette Breitenbach

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For the second year in a row, Retroviral x Panther Punch have won the South African Campaign of the Year at the Prism Awards 2022.



Pictured on stage: Retroviral and Flow Communications. Retroviral won Gold for the Checkers Sixty60 Swindler campaign and Silver for its *Lilets Be You. Period.* campaign and Flow Communications won Bronze for Marine Protected Areas Day (MPA Day).

The agency's *Don't Get Swindled* campaign for Checkers Sixty60 won the award at the Prisa Prism Awards 2022 that took place on 15 July at The Venue, Melrose Arch in Gauteng. The sold-out event celebrated the 25th year of the Prism Awards.

In total, the agency won six Prism Awards for the campaign. It also won Silver for its *Lilets Be You. Period* campaign in the SA Campaign of the Year Award, which also won six Prism Awards in total. Flow Communications won Bronze in the category for its Marine Protected Areas Day (MPA Day) campaign.

Last year, Panther Punch and Retroviral won the South African Campaign of the Year award for their #MyKreepyTeacher campaign for Kreepy Krauly, a parody of the Netflix documentary, *My Octopus Teacher*, produced by South African Craig Foster.

Most successful digital marketing campaign

Don't Get Swindled is the most successful Checker Sixty60 digital marketing campaign and its most viral campaign ever, generating more than five million views. With over 2.5 million in free editorial coverage, it increased traffic into the app and positively impacted sales.

The campaign is a spoof on *The Tinder Swindler* documentary on Netflix that broke into the top 10 charts of the most watched Netflix content across 92 countries including South Africa within the first week of being added to the streaming service.

Using traditional and “new” tools and platforms

The campaign is an example of how a PR campaign can utilise traditional PR, branded content, news hijacking tactics and digital PR and move quickly. The campaign went from idea to execution within 12 hours leading to “Simon Leviev” speaking out against his enemies in a post that went out simultaneously to all major social networks, including TikTok.

The agency also leveraged online reputation management tools such as Social Bakers and its workflow software to analyse every like/retweet/comment on the social posts and pitched additional info to relevant journalists, influencers where applicable and shared updates on the video’s success every time they hit an additional one million views. This created new interest in the campaign daily.

In its pitch to Prism Awards, the agency says, “The campaign paired an instinctive insight with a brave client, unheard of turnaround times and an agency and production company racing against the clock of relevance to own a global cultural inflexion point.”



Pop culture power play: Checkers plugs into *Tinder Swindler* hype

Lauren Hartzenberg 14 Feb 2022



Challenger brand for the challenger brand

"In a world of cluttered communication data offerings and programmatic media being targeted down our throats, Retroviral prides itself on having made more brands go viral globally than any other agency in Africa," says Mike Sharman, owner of Retroviral.

"Earned media eliciting actions is what we've been consistently delivering for 12 years and it's an incredibly proud moment converting 12 wins for Checkers Sixty60 and Lil-Lets. Now more than ever our 'challenger brand for the challenger brand'

positioning is resonating due to our branded content x PR efforts," he adds.

Big winners

Apart from Retroviral, Flow Communications and Positive Dialogue were amongst the big winners on the night.

Flow Communications won 21 Prism awards in total. "Flow doesn't do work to win awards, but we are lucky enough to have had our hard work and creativity rewarded through the Prisms this year and in years gone by. We are thankful every time we have the opportunity to work with clients that let us get recognised in this way," said Flow CEO, Tara Turkington.

Agency Awards

In the Agency Awards, Flow Communications won gold for Large Agency of the Year, Silver went to Eclipse Communications and Bronze to DNA Brand Architects.

Magna Carta Reputation Management Consultant won gold for Medium Agency of the Year and Positive Dialogue won Silver with Bronze going to Tribeca Public Relations.

The Friday Street Club won Silver for Small Agency of the year and Bronze went to Bonfire Media. Sika Creative Agency won Silver for Best Upcoming Agency, with Ulivo & Co. Communications taking Bronze.

Silver Best PR professional was won by Cherná Lutta and Gold for Best Upcoming PR Professional was won by Zakra Fridie, both from Positive Dialogue. Emmanuel Bonoko won Bronze in Best PR professional. Paballo Mokale (Weber Shandwick) and Elizabeth Ibironke (Africa Communications Media Group) won Silver and Bronze respectively for Best Upcoming PR Professional.

The Gold Lifetime Achievement Award went to Thebe Ikalafeng founder of Brand Africa.

All the Prism Awards 2022 winners

Arts and Entertainment		
Gold	MultiChoice	Public Relations Campaign for Devilsdorp, a Showmax. Original Documentary Series
Silver	BCW Africa	Cartoon Network Climate Champions
Bronze	Eclipse Communications	Public Relations Campaign for Netflix I Am All Girls Launch
Best Use of an Event to Build/Change Reputation		
Gold	Flow Communications	11th Desmond Tutu Peace Lecture
Silver	Flow Communications	Marine Protected Areas Day
Bronze	Bonfire	KFC Kentucky Town – 50th Birthday Popup
Business-to-Business		
Gold	Weber Shandwick	Mastercard's #NextDigital Entrepreneur Masterclass
Silver	The Friday Street club	SAB Foundation – Social Innovation and Disability Empowerment Awards
Bronze	Stone	Accenture in Africa: Corporate Citizen in Gender Equality
Community Relations		
Gold	Tribeca	Vuma Fibre Schools Programme
Silver	DNA Brand Architects	Bathu Walk Your Journey
Bronze	MSL	Revealing the true impact of community violence on local
Consumer PR Existing Product or Service		
Gold	MSL	Raising the Voice of South Africa's Youth TikTok
Silver	Retroviral	Lil-Lets Be You
Bronze	Retroviral	The Sixty60 Swindler
Corporate Communication (Business-to-Business)		
Gold	Flow communications	Hollard Big Ads for Small Businesses
Silver	Stone	Accenture in Africa: Strategic Communication to grow the Share of Voice (SOV) to amplify the business offering

Bronze	Stone	Accenture in Africa: Cloud NOW Strategic Communication Campaign
Corporate Communication (Business-to-Consumer)		
Silver	Magna Carta Reputation Management Consultants	Old Mutual Insure: From Foe to Friend
Bronze	Flow Communications	Hollard Big Ads for Small Business
Corporate Citizenship		
Gold	Brandsmith for Jacaranda FM	Spar Carols by Candlelight/Jacaranda FM
Silver	The Friday Street Club	SAB Foundation Social Innovation and Disability Empowerment Awards
Bronze	Flow Communications	Hollard Big Ads for Small Businesses
Covid-19 Campaigns		
Silver	The Blueprint	The Vaccine to Save South Africa Campaign: GCIS Agency
Crisis Communication Online		
Gold	Flow Communications	A90 – Archbishop Tutu – In Memoriam
Crisis Management		
Gold	PR Worx	Richester Foods
Silver	PR Worx	Mrs SA
Bronze	Flow Communications	A90 – Archbishop Tutu – In Memoriam
Digital Media Relations		
Gold	Brandsmith for Jacaranda FM	Mzansi Quest
Silver	Brandsmith for Jacaranda FM	Spar Carols by Candlelight
Bronze	BASF	How Chemistry Makes Sound Sleep Possible
Environmental		
Gold	Flow Communications	Marine Protected Areas Day
Silver	Flow Communications	Climate 360
Bronze	BCW Africa	Cartoon Network Climate Champions
Financial Services		
Gold	Clockwork Media	Standard Bank – How About Now
Food and Beverage		
Gold	Bonfire Media	KFC Gold Hunt
Silver	Tribeca	Phakamisa iSpirit
Bronze	Retroviral	The Sixty60 Swindler
Gaming and Virtual Reality		
Silver	Flow Communications	#DoitOnPurpose Campaign
Bronze	Brandsmith for Jacaranda FM	Mzansi Quest
Healthcare and Related Industries		
Gold	Retroviral	Lil-Lets Be You
Silver	Tribeca	In the Circle with SOLAL
Bronze	Magna Carta Reputation Management Consultants	Share Kindness MTN SA
Influencer Management		
Gold	DNA Brand Architects	#NomatriquencyXSteers
Silver	One-Eyed Jack	Volkswagen GTI8OnTour
Bronze	Ink and Water	#Back2Basics
Integration of Traditional and New Media		
Gold	Bonfire Media	KFC Gold Hunt
Silver	Retroviral	The Sixty60 Swindler
Bronze	One-Eyed Jack	Volkswagen GTI8OnTour
Internal Stakeholder Engagement and Communication		
Silver	The Actuate Group	Anglo American Move_Me Campaign
Bronze	Flow Communications	#DoitOnPurpose Campaign
International Campaign		
Gold	Flow Communications	Archbishop Emeritus Desmond Tutu's 90th Birthday and the 11th Desmond Tutu International Peace Lecture
Silver	Hill+Knowlton Strategies	Global Peace Index 2021
Bronze	Clockwork Media	Axis Communications – World Expo Dubai
Investor Relations		
Gold	HWB	Ozow – Series B
Launch of a New Service or Product		
Gold	One-Eyed Jack	Volkswagen GTI8OnTour

Silver	M-Sports Marketing Communications	Castle Double Malt
Bronze	Tribeca	Vitaforce Nutri-B Energy
Media Relations		
Gold	Eclipse Communications	Didi South Africa Launch
Silver	DNA Brand Architects	#NomatriquencyxSteers
Bronze	DNA Brand Architects	My Heritage
NGO/NPC Campaign		
Gold	Flow Communications	Zenzele ARV Adherence Campaign
Silver	Flow Communications	Marine Protected Areas Day
Bronze	Positive Dialogue	Heart & Stroke Foundation SA – Fast Heroes
PR on Shoestring		
Silver	Flow Communications	Marine Protected Areas Day
Bronze	Retroviral	The Sixty60 Swindler
Public Affairs		
Silver	ByDesign Communications	Rail - Third Party Access
Publications		
Silver	PR Worx	Bakwena
Bronze	ByDesign Communications	Lee Naik and Elewa
Reputation and Brand Management		
Gold	Retroviral	Lil-Lets Be You
Silver	Flow Communications	Hollard Big Ads for Small Business
Bronze	Tribeca	Bolt: Reputation and Brand Management
Resources		
Gold	ByDesign Communications	Celebrating Women in Mining
Public Sector		
Silver	Flow Communications	Climate 360
Bronze	Council for Scientific and Industrial Research (CSIR)	CSIR Election Prediction Model - National
Social Media as a Primary Method of Communication		
Gold	Eclipse Communication	Witchery (Country Road Group) Launch
Silver	Retroviral	Lil-Lets Be You
Bronze	Retroviral	The Sixty60 Swindler
Sponsorship		
Silver	Levergy	Nedbank Breaking Barriers
Bronze	Weber Shandwick	Forbes Woman Africa – Leading Woman Summit
Sport		
Gold	Levergy	Nedbank Breaking Barriers
Silver	Octagon	Sunshine Tour
Bronze	M-Sports Marketing Communications	Carling Currie Cup Champions Match
Technology		
Gold	Retroviral	The Sixty60 Swindler
Silver	MSL	Raising the Voice of South African Youth – TikTok
Bronze	Flow Communications	The Sci-Bono Discovery Centre 4IR Campaign
Travel and Tourism		
Gold	Flow Communications	The Sci-Bono Discovery Centre 4IR Campaign
Silver	The FridayStreet Club	V&A Waterfront – Joy from Africa to the World
South African Campaign of the Year		
Gold	Retroviral	The Sixty60 Swindler
Silver	Retroviral	Lil-Lets Be You
Bronze	Flow Communications	Marine Protected Areas (MPA) Day
Student Campaign of the Year		
Silver	University of Johannesburg	#AdoptAFirstYearPRStudent Initiative

Presidential Awards		
Award Rank	Recipient	Name of Award
Gold	Naledi Sikwane	Graphic Designer of the Year
Gold	Victor Sibeko	Outstanding Legacy of Achievement
Gold	Prof René Benecke	Outstanding Legacy of Achievement

Gold	Solly Mbeng	Outstanding Legacy of Achievement
Gold	Thabisile Phumo	Outstanding Legacy of Achievement
Gold	Lungelihle Zwane	Breakout Star of the Year
Gold	Ziyanda Ngobo	Rising Star in Public Relations and Communication
Silver	Polello Mowela	Rising Star in Public Relations and Communication
Gold	Kgomotso Christopher	Legacy of Accomplishment in South African Arts
Gold	Flow Communications	Public Relations and Communication Industry Advancement
Gold	Stone	Public Relations and Communication Industry Advancement
Gold	Weber Shandwick	Public Relations and Communication Industry Advancement
Silver	Tribeca Public Relations	Public Relations and Communication Industry Advancement
Bronze	Retroviral	Public Relations and Communication Industry Advancement
Gold	Radio Presenter of the Year	Thoriso Maloka Power FM
Silver	Radio Presenter of the Year	Mbeti "Mb Flava" Tsiki Metro FM
Bronze	Radio Presenter of the Year	Elana Afrika-Bredenkamp Jacaranda FM
Gold	Podcast of the Year	Nicolette Mashile Financial Bunny
Silver	Podcast of the Year	Sibusiso "Dj Sbu" Leope
Gold	Media Personality of the Year	Tebogo "Proverb" Thekisho
Silver	Media Personality of the Year	Donald Mbatshie
Bronze	Media Personality of the Year	Weza Solange
Gold	TV and Radio Producer of the Year	Andisa Ndlovu
Gold	Breakout Star of the Year	Dj Romeo Makota
Silver	Breakout Star of the Year	Khanyisile Mahlangu
Gold	Animator of the Year	Rita Mapeshoane
Gold	Oscar Tshifure	Public Relations and Communication Industry Advancement
Bronze	Shaw Media	Public Relations and Communication Industry Advancement
Silver	The Client PR	Public Relations and Communication Industry Advancement
Bronze	Galore SA	Public Relations and Communication Industry Advancement
Gold	Paddington Station	Public Relations and Communication Industry Advancement
Gold	OR Tambo International Airport	Public Relations and Communication Industry Advancement

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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