

# All the 2023 Prism Awards winners

The 2023 Prism Awards winners were announced at a gala event on Saturday.



Source: BCW Africa [BCW Africa](#) The Presidential Awards saw Bridget von Holdt awarded Gold for Outstanding Legacy of Achievement at the Prism Awards 2023

The 26th edition of the awards took place at the Galleria in Sandton, with the theme of 'Telling a Story'.

The South African Campaign of the Year was awarded to Leverage for the ICC Women's T20 World Cup. The Best Large PR Consultancy was DNA Brand Architects (Gold) and Best Small PR Consultancy was Paddington Station (Gold).

The Presidential Awards saw Bridget von Holdt and Palesa Madumo both awarded Gold for Outstanding Legacy of Achievement, while Bradley Howland received Gold in PR and Communications Industry Advancement.

This year 454 entries were received - the highest number of entries in the history of the Awards - with 390 meet the qualifying criteria, it was decided to award gold, silver, and bronze in all categories.

## All the winners

South African Campaign of the year		
Gold	Levergy	ICC Women's T20 World Cup
Best Small Public Relations Consultancy		
Gold	Paddington Station PR	
Silver	Hook, Line & Sinker (HLS)	
Bronze	The Friday Street Club	
Best mid-sized Public Relations Consultancy		
Silver	Alkemi Collective	
Best Large Public Relations Consultancy		
Gold	DNA Brand Architects	
Silver	Flow Communications	
Bronze	Eclipse Communications	
Best Public Relations Intern of the year		
Gold	Thato Mbloi	Grey Advertising
Silver	Lesego Senoela	Magna Carta Reputation Management Consultants
Bronze	Sebatatso Lemoana	Magna Carta Reputation Management Consultants

<b>Best Up-and-Coming Public Relations Professional</b>		
Gold	Lerato Motloung	Hook, Line & Sinkers (HLS)
Silver	Sheila Ramufhufhi	Weber Shandwick
Bronze	Ayanda Mkhwanazi	Hill+Knowlton Strategies
<b>Best Public Relations Professional</b>		
Gold	Candice Rew	Bonfire Media
Silver	Dirk Pierre Slabbert	Paddington Station PR
Bronze	Willem S. Eksteen, Stone CE	Stone Consulting
<b>Arts and Entertainment</b>		
Gold	BCW Africa	Rick and Morty
Silver	Tribeca	LEGO: Ever-changing Play
Bronze	Showmax	Showmax 'Sex in Afrikaans'
<b>Best use of an Event to Build/Change Reputation</b>		
Gold	Magna Carta Reputation Management Consultants	BEAUTY IS BACK! #ClicksBeautyPlayground
Silver	Paddington Station PR	Launch of Angostura Orange & Cocoa Bitters
Bronze	Paddington Station PR	S.Pellegrino Young Chef Academy Regional Final
<b>Best use of visual communications</b>		
Silver	Paddington & Piccadilly Station	Strawberry Lips Don't Be A Hothead
<b>Best use of video communications</b>		
Gold	Retroviral	Map1mp1: The Makazole Mapimpi Story
Silver	Playmakers Sponsorship and Marketing	ABSA #SheUntamed
Bronze	Retroviral	Ultra Pet: My Best Friend
<b>Business-to-Business</b>		
Gold	Tribeca	Torsa launches in South Africa
Silver	Tribeca	Profitroom launches into South Africa
Bronze	Brandsmith for Jacaranda FM	#HerPerfectPitch by Jacaranda FM
<b>Community Relations</b>		
Gold	Tribeca	Gogos with Vuma
Silver	Flow Communications	Calling for comments: National Strategic Plan
Bronze	Weber Shandwick	RE-Imagine Tomorrow
<b>Communication Research</b>		
Bronze	NSRI	A South African Epidemiological Study of Fatal Drownings
<b>Consumer PR Existing Product or Service</b>		
Silver	Tribeca	LEGO: Ever-changing Play
Bronze	DNA Brand Architects	Tastic Heritage Campaign
Bronze	ShopriteX	Checkers Sixty60 & Brad Binder 'Dream Delivered'
<b>Corporate Communication (Business-to-Business)</b>		
Gold	Magna Carta Reputation Management Consultants	Planting Seeds of Hope
Silver	Tribeca	Profitroom launches into South Africa
Bronze	The Friday Street Club	SAB Foundation
<b>Corporate Communication (Business-to-Consumer)</b>		
Gold	Investec South Africa	Investec South Africa
Silver	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg – Abidjan route
Bronze	KAMuses Consultancy	SMME Work
<b>Corporate Citizenship</b>		
Gold	Magna Carta Reputation Management Consultants	#BigUpYourLocal
Silver	Tribeca	Gogos with Vuma
Bronze	Weber Shandwick	Girls4Tech
<b>Crisis Management</b>		
Gold	PR Worx	Richester Foods
Silver	Touchpoint Magna Carta	Project War Room (3Media CEO Transition)
<b>Digital Media Relations</b>		
Gold	Retroviral	Ultra Pet: My Best Friend
Bronze	Flow Communications	20th Nelson Mandela Annual Lecture
Bronze	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg – Abidjan route
<b>Environmental</b>		
Gold	Weber Shandwick	RE-Imagine Tomorrow
Silver	Flow Communications	Marine Protected Areas (MPA) Day 2022

Bronze	Weber Shandwick	RE ESAR Series
<b>Financial Services</b>		
Gold	Levergy	Tasting Notes: A Story of Sound and Wine
Silver	Levergy	Nedbank Cup Reality Football
Bronze	KAMuses Consultancy	Money Market Account
<b>Food and Beverage</b>		
Gold	Paddington Station PR	Angostura Rock Shandy
Silver	Paddington Station PR	Launch of Angostura Orange & Cocoa Bitters
Bronze	Paddington Station PR	S.Pellegrino Young Chef Academy Regional Final
<b>Gaming and Virtual Reality</b>		
Gold	ByDesign Communications	Centennial Schools – Gaming for the Future of Education
Silver	Clockwork Media	Xbox – PC Game Pass
<b>Healthcare and Related Industries</b>		
Silver	Hook, Line & Sinker (HLS)	Diversifying SA's Blood Stem Cell Donor Registry
<b>Influencer Management</b>		
Gold	Hardyboys	Lifebuoy Social Commerce Campaign
Silver	Grey Advertising Africa / WPP Team Liquid	Savanna Twirra Shade
Bronze	Flow Communications	Marine Protected Areas (MPA) Day 2022
<b>Integration of Traditional and New Media</b>		
Gold	Brandsmith for Jacaranda FM	#SafeSpace by Jacaranda FM
Silver	Flow Communications	ForAfrika body of work
Bronze	Magna Carta Reputation Management Consultants	MTN Summer WINdfall
<b>Internal Stakeholder Engagement and Communication</b>		
Gold	Bonfire Media	Search for KFC's Friendliest Restaurant
Silver	Tribeca	The Press Room
Bronze	Flow Communications	One IDC
<b>International Campaign</b>		
Bronze	APO Group	Africa Business Heroes
<b>Investor Relations</b>		
Silver	ByDesign Communications	Anglo American – The Story Behind the Numbers
<b>Launch of a New Service or Product</b>		
Gold	Paddington Station PR	Launch of Angostura Orange & Cocoa Bitters
Gold	Magna Carta Reputation Management Consultants	Ethnogenics Launch
Bronze	One-Eyed Jack	DSTV Content Creator Awards
<b>Media Relations</b>		
Gold	DNA Brand Architects	Tastic Heritage Campaign
Silver	DNA Brand Architects	Your Shade of Beautiful
Bronze	Creative Space Media	Hollard Daredevil Run
<b>NGO/NPC Campaign</b>		
Gold	Tribeca	Gogos with Vuma
Silver	Juno Media	Amnesty International South Africa: The Real Maternity Issue
Bronze	Flow Communications	Marine Protected Areas (MPA) Day 2022
<b>PR on Shoestring</b>		
Silver	Flow Communications & Olivia Jones Communications	Marine Protected Areas (MPA) Day 2022
Bronze	Paddington Station PR	Strawberry Lips Don't Be A Hothead
Bronze	Brandsmith for Jacaranda FM	#SafeSpace by Jacaranda FM
<b>Public Affairs</b>		
Silver	Ogilvy South Africa	MultiChoice: Partners Against Piracy
Bronze	South African Breweries	SAB State of the Beer Economy
<b>Publications</b>		
Silver	Tribeca	The Press Room
<b>Reputation and Brand Management</b>		
Gold	Levergy	ICC Women's T20 World Cup
Silver	Investec South Africa	Investec South Africa
Bronze	Grey Advertising Africa / WPP Team Liquid	The People vs. Savanna Cider
<b>Resources</b>		
Gold	ByDesign Communications	Anglo American – The Story Behind the Numbers
Silver	ByDesign Communications	PlatAfrica 2022

Bronze	Tribeca	Torsa Mnes Opportunity in SA
<b>Public Sector</b>		
Silver	ByDesign Communications	ARIA drives Third Party Access
<b>Social Media as a Primary Method of Communication</b>		
Gold	Magna Carta Reputation Management Consultants	#BigUpYourLocal
Silver	Paddington Station PR	Angostura Rock Shandy
Bronze	Retroviral	Discovery Bank: #HackBlackFriday
<b>Sponsorship</b>		
Gold	Playmakers Sponsorship and Marketing	ASBA#SheUntamed
Silver	Msports Marketing	Momentum's #OneMoreFan Campaign
Bronze	Levergy	Heineken All-Invitational
<b>Sport</b>		
Gold	Retroviral	Map1mp1: The Makazole Mapimpi Story
Silver	Playmakers Sponsorship and Marketing	ABSA#SheUntamed
Bronze	Levergy	Nedbank Cup Reality Football
<b>Technology</b>		
Gold	Tribeca	Gogos with Vuma
Silver	Tribeca	Profitroom launches into South Africa
Bronze	Hook, Line & Sinker (HLS)	CBI-electric: low voltage Astute Range Product Launch
<b>Travel and Tourism</b>		
Gold	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg – Abidjan route
Silver	Flow Communications	Launch of the Karoo National Botanical Garden's Braille Trail
Bronze	Alkemi Collective	Revitalising the Table Mountain Aerial Cableway Company
<b>Presidential Awards</b>		
<b>Award</b>	<b>Recipient</b>	<b>Name of Award</b>
Gold	Bridget von Holdt	Outstanding Legacy of Achievement
Gold	Palesa Madumo	Outstanding Legacy of Achievement
Gold	Bradly Howland	Public Relations and Communication Industry Advancement

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