

Communications growth in Africa - 23 Apr 2018

BY LOUISE MARSLAND

The annual industry [public relations awards](#), the #Prisms2018, were held in South Africa over the weekend showcasing award-winning communications campaigns.

In the public relations special around the awards, [Robyn de Villiers](#), chairman and CEO of Burson-Marsteller: Africa, shared an address with Bizcommunity.com that she made at the House of Lords in the United Kingdom, about the opportunities for growth for brands in Africa.

She recounted six reasons why the communications industry would grow with Africa: "The dawning of the digital age in Africa provides brands with opportunities for more creative, direct and daring ways of engaging."

In an interview with Ciclope director, [Francisco Condorelli](#), on the recent [#CiclopeAfrica festival](#), held on the African continent for the first time, he emphasised how important it was for Africa's craft work to be highlighted around the world as, "the world is interested in the amazing work being produced here in Africa".

Have a great week!

Louise Marsland

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