

2024 Sabre African Awards: SA's Magna Carta wins Best in Show Platinum Sabre, Nigeria's Chain Reactions wins most Awards

The Provoke Media 2024 Sabre African Awards took place on 16 May in the Cote D'Ivoire with the Platinum Sabre for Best in Show going to the MTN and South African National Editors' Forum's (Sanef) media relief fund produced by Magna Carta Reputation Management Consultants.



Source: © Provoke Media [Provoke Media](#) Magna Carta Reputation Management Consultants' media relief fund campaign for MTN and Sanef won the 2024 Sabre African Awards' Platinum Sabre for Best in Show

The campaign worked to help sustain journalism in South Africa amid widespread media closures and job losses during the Covid-19 pandemic. The campaign has since been extended to Nigeria.

The Best in Show shortlist also featured three other campaigns from South Africa as well as one campaign from Nigeria.

- Changing the world's mind on African innovation— The Milken Institute and the Motsepe Family Foundation with Razor PR / M&C Saatchi Group
- Drunk Drivers Stay For Free—Aware.org with Clockwork
- Hilda Baci Cook-a-thon—Hilada Baci
- The GranBoks— Castle Lager (ABInBev) with Retroviral, Shaun James Film



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Multiple Sabre Awards for SA PR agencies, with five awards for Razor PR

15 Apr 2024

Chain Reactions wins most trophies

Nigerian agency Chain Reactions won seven Sabre Awards, taking home the most trophies.

South Africa's Razor won five awards, while BCW (including Blast BCW in Mauritius and Engage BCW in Kenya), South African agency Clockwork, and Ogilvy all won three each. Newmark Group, Tribeca Public Relations and WE Communications won two each.

“All of our winners this year—showcase the incredible quality of work in Africa,” says Arun Sudhaman, edit in-chief of PRovoke Media.

“These are campaigns that are smartly planned, based on significant insights, creatively executed, and delivering exceptional results for the clients involved.”



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Sabre EMEA 2024 Awards: Razor PR, Retroviral top SA agencies

Danette Breitenbach 18 Apr 2024

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