

SABRE Awards Africa 2021: All the winners!

The 2021 Africa SABRE Awards, which recognises superior achievement in branding, reputation, and engagement, was announced at a virtual award ceremony on 27 May 2021. The campaigns were evaluated by a jury of industry leaders.



Source: <https://www.provokemedia.com>

Platinum SABRE Award for Best in Show

Finalists:

- Kazi Mtaani — State Department for Housing and Urban Development with Oxygène Marketing Communications
- Project Fabric Campaign against the ban of second-hand clothes — Mitumba Association of Kenya with Hill+Knowlton Strategies Kenya
- Rebuilding Stakeholders' Trust in Kenya Airways — Kenya Airways with Edelman Africa
- Shoprite Group Corporate Image — The Shoprite Group Communications Team
- Touching Lives Through A Determined School Child - Dele Fathia — Lumos Nigeria with Modion Communications

Diamond SABRE Awards

Company of the year

Winner - JoJo: for water, for life — JoJo with KAMuses

CEO of the year

Winner - Profiling Sage Executive Vice-President for the Africa & Middle East region, Pieter Bensch — Sage with Idea Engineers

The SABRE Award for Superior Achievement in Brand-Building

Winner - Supporting Nigeria's Development Goals — Siemens with LSF

Certificates of Excellence:

- Clarity Charter — BDO in South Africa with Razor - M&C Saatchi Group South Africa
- JoJo: for water, for life — JoJo with KAMuses

The SABRE Award for Superior Achievement in Reputation Management

Winner - Clarity Charter — BDO in South Africa with Razor - M&C Saatchi Group South Africa

Certificates of Excellence:

- Mwatipanga Panali Panali - A Zambian Story — MultiChoice Zambia with Adlab, Khavongwe Moyo, Studio Zoo, Becky Ngoma, Centipetal Media, MultiChoice Talent Factory
- Sage: Responding to the Covid-19 pandemic — Sage with Idea Engineers

The SABRE Award for Superior Achievement in Research and Planning

Winner - Diversity & Inclusion - Dive In Nigeria 2020 — AON Lloyd's with Phyllion, Gong Communications

Certificates of Excellence:

- Project Fabric Campaign against the ban of second-hand clothes — Mitumba Association of Kenya with Hill+Knowlton Strategies Kenya
- Work.Reworked — Microsoft MEA with WE Communications

Geographic

Northern Africa

Winner: Philips Work The Beat — Philips

Western Africa

Winner: Supporting Nigeria's Development Goals — Siemens with LSF

Certificates of Excellence:

- #MeetArabaHollard #GhanaFirstVirtualInsurer (Launch of Hollard ChatInsure chatbot) — Hollard Insurance Ghana
- AfDB Covid-19 Response — African Development Bank with African Media Agency
- Nigeria Tech Innovation Challenge and MyClinic COVID-19 Solution — The National Information Technology Development Agency with Image Merchants Promotion
- Strong & Beautiful — Mega Growth with LSF

Eastern Africa

Winner: Project Fabric Campaign against the ban of second-hand clothes — Mitumba Association of Kenya with Hill+Knowlton Strategies Kenya

Certificates of Excellence:

- #AStarisborn — Toyota Kenya with Engage BCW, Kenya
- Kazi Mtaani — State Department for Housing and Urban Development with Oxygène Marketing Communication
- Komesha Corona — Ministry of ICT with Oxygène Marketing Communication
- The Believers — AfrAsia Bank with Contentify & Pixel

Southern Africa

Winner: Microsoft Safe@Home — Microsoft South Africa with FleishmanHillard South Africa

Certificates of Excellence:

- African Youth Survey 2020 — Ichikowitz Family Foundation with BCW Africa with Amsterdam Group
- Brut Elevator Pitch — Unilever with Edelman Africa
- HMD Media Relations — HMD / Nokia with FleishmanHillard South Africa
- Stay Well with SOLAL — SOLAL with Tribeca

Practice areas

Business-To-Business Marketing

Winner: Work.Reworked — Microsoft MEA with WE Communications

Certificate of Excellence:

- First Responders to the First Responders — Microsoft MEA with WE Communications

Cause-Related Marketing

Winner: Brut Elevator Pitch — Unilever with Edelman Africa

Certificates of Excellence:

- #OPPOcares — OPPO Kenya with Engage BCW
- #Sarovacares — Sarova Hotels with Engage BCW, Kenya
- ISN Medical Laboratory Scientist of The Year — ISN Medical with Integrated Indigo
- Learning through a pandemic with Vodacom e-School #ConnectingForGood — Vodacom with WE Communications

Corporate Image

Winner: Shoprite Group Corporate Image — The Shoprite Group Communications Team

Certificates of Excellence:

- Clarity Charter — BDO in South Africa with Razor - M&C Saatchi Group South Africa
- Driving business stability and stakeholder confidence through a consistent and contextual narrative — Bryte Insurance with Instinctif Partners Africa
- Rebuilding stakeholders' Trust in Kenya Airways — Kenya Airways with Edelman Africa
- The Believers — AfrAsia Bank with Contentify & Pixel

Corporate Social Responsibility

Winner: Touching Lives Through A Determined School Child - Dele Fathia — Lumos Nigeria with Modion Communications

Certificates of Excellence:

- KCB Group - 2jiajiri — KCB Foundation with Oxygène Marketing Communication
- Maltina Teacher of the Year — Nigerian Breweries Plc with Integrated Indigo
- MUA Learners Challenge — MUA with Circus! Advertising
- The Virtual Rotary Cancer Run 2020 — Centenary Bank with brainchild Burson Cohn & Wolfe

Crisis/Issues Management

Winner: How R5 turned into millions — The Shoprite Communications Team

Certificates of Excellence:

- #NWHbouncesback — Nairobi Women's Hospital with Engage BCW, Kenya
- EndSARS: Tackling Fake News for National Security — Department of State Security Service with Image Merchants Promotion

Digital Campaign

Winner: MUA Learners Challenge — MUA with Circus! Advertising

Certificates of Excellence:

- #BeautyAtHomeWithU — Unilever with Edelman Africa
- Netflix Blood & Water — Netflix with Clockwork, Eclipse Communications

Employee Communications

Winner: The Shoprite Group 2020 Employee Communications — The Shoprite Group Communications Team

Certificates of Excellence:

- “Building the Hollard in Hollardites” Employee Communications: Hollard Ghana — Hollard Ghana
- How Rugged Is Your Jeep? — Old Mutual Nigeria with Modion Communications

Financial Communications

Winner: #MeetArabaHollard #GhanaFirstVirtualInsurer (Launch of Hollard ChatInsure chatbot) — Hollard Insurance Ghana

Certificates of Excellence:

- Believe Different | Believers in a Better Tomorrow — AfrAsia Bank with Contentify and Pixel Render
- FBN Holdings Divestment — FBN Holdings with Chain Reactions Nigeria
- Virtual Vouchers — The Shoprite Group Communications Team

Integrated Marketing

Winner: #AStarisborn — Toyota Kenya with Engage BCW, Kenya

Certificates of Excellence:

- Dulux Colour Futures 2021 Integrated Marketing — Dulux South Africa with FleishmanHillard South Africa
- Launching Sage’s CFO 3.0 research and Sage Intacct — Sage with Idea Engineers
- Tansion nou pansion When businesses harness citizen support to influence Government’s pension policy — Business Mauritius with Blast BCW
- Unity In Adversity — Jobberman with Media Panache Nigeria

Marketing to Consumers (New Product)

Winner: Sixty60 — The Shoprite Group Communications Team

Certificates of Excellence:

- Halo Heritage Boity Collection Launch — Halo Heritage with Eclipse Communications
- Vodabucks Rewards Programme — Vodacom with WE Communications

Marketing to Consumers (Existing Product)

Winner: Stay Well with SOLAL — SOLAL with Tribeca

Certificate of Excellence:

- Re-igniting a conversation around technology and education #ConnectingForGood — Vodacom with WE Communications

Media Relations

Winner: Local Initiatives Against Global Pandemic — City of Djougou with Opinion&Public

Certificates of Excellence:

- Brand Awareness — Adams with WE Communications
- Kagiso Trust In Media Relations — Kagiso Trust

Public Affairs/Government Relations

Winner: Kazi Mtaani — State Department for Housing and Urban Development with Oxygène Marketing Communication

Certificates of Excellence:

- Taking back the wheel — CAP'RUN with Blast BCW
- The Doka-Kajuru Peace Deal Against Ethno-Religious Crisis — Kaduna State Ministry of Internal Security with Image Merchants Promotion

Public Education

Winner: Diversity & Inclusion - Dive In Nigeria 2020 — AON Lloyd's with Phyllion, Gong Communications

Certificates of Excellence:

- #ChangeforHer — Newzroom Afrika with Razor - M&C Saatchi Group South Africa
- COVID - 19 Public Education Campaign — Mahogany Consult
- Kagiso Trust in Public Education — Kagiso Trust
- Koo The COVID Prefect — Ghana

Social Media Campaign

Winner: Xbox Hall of Fame — Microsoft with Clockwork

Certificates of Excellence:

- Absa LinkedIn Live Financial Results — Absa Group with FleishmanHillard South Africa
- Acer InstaPitch — Acer with Clockwork
- COVID-19 Social Media Plan — Newmont Ghana with Mahogany Consult
- Standard Bank It Can Be — Standard Bank with Clockwork

Special Event/Sponsorship

Winner: Applaud our Heroes — Lagos State Government with Chain Reactions Nigeria

Certificates of Excellence:

- Mega Growth x Me Time Summit — Mega Growth with LSF
- Phyllion Tech PR Conference 2020 — Phyllion IMC

Industry sectors

Associations

Winner: Tansion nou pansion When businesses harness citizen support to influence Government's pension policy — Business Mauritius with Blast BCW

Consumer Products/Services

Winner: HMD Media Relations — HMD / Nokia with FleishmanHillard South Africa

Certificates of Excellence:

- Dulux Colour Futures 2021 Social Media — Dulux South Africa with FleishmanHillard South Africa
- L'oreal Come Back Strategy — L'oreal With Strategic Communications Africa

Fashion & Beauty

Winner: Halo Heritage Boity Collection Launch — Halo Heritage with Eclipse Communications

Financial & Professional Services

Winner: KCB Group - 2jiajiri — KCB Foundation with Oxygène Marketing Communication

Certificates of Excellence:

- 50 Shades of Happiness — Leadway Assurance with Modion Communications
- Beyi Powa — Post Bank Uganda with brainchild Burson Cohn & Wolfe
- Diversity & Inclusion - Dive In Nigeria 2020 — AON Lloyd's with Phyllion, Gong Communications
- Sage: Responding to the COVID-19 pandemic — Sage with Idea Engineers

Food & Beverage

Winner: Danone Algeria Plant Closure — Danone Djurdjura Algeria with TBWA DJAZ

Certificates of Excellence:

- #Sarovacares — Sarova Hotels with Engage BCW, Kenya
- State of Nutrition - Eat Well Live Well — Tiger Brands with Razor - M&C Saatchi Group South Africa

Healthcare

Winner: Stay Well with SOLAL — SOLAL with Tribeca

Industrial/Manufacturing

Winner: Tomorrow's Grid, Today — Eaton with Tribeca

Media, Arts & Entertainment

Winner: Netflix Blood & Water — Netflix with Clockwork, Eclipse Communications

Certificates of Excellence:

- Cartoon Network to the Rescue! — WarnerMedia with BCW Africa
- MultiChoice Uganda Media Showcase — MultiChoice Uganda with brainchild Burson Cohn & Wolfe
- Queen Sono Season One Launch — Netflix with Eclipse Communications
- TNT Original Movies - Escape from Pretoria — WarnerMedia with BCW Africa

Mining and Extractive Industries

Winner: How Siemens is spearheading Nigeria's power revolution — Siemens with LSF

Not for Profit/Charities

Winner: African Youth Survey 2020 — Ichikowitz Family Foundation with BCW Africa with Amsterdam Group

Certificates of Excellence:

- Its Up To Us — Mastercard Foundation with brainchild Burson Cohn & Wolfe
- Nat Nakasa Awards — SA National Editors Forum with Razor - M&C Saatchi Group South Africa

Public Sector/Government

Winner: Project Fabric Campaign against the ban of second-hand clothes — Mitumba Association of Kenya with Hill+Knowlton Strategies Kenya

Certificates of Excellence:

- #Askyouraviator — Kenya Civil Aviation Authority with Engage BCW
- Milestone communication to commemorate The 10-millionth passenger — Lagos Bus Services with Chain Reactions Nigeria

Technology

Winner: Microsoft Safe@Home — Microsoft South Africa with FleishmanHillard South Africa

Certificates of Excellence:

- Microsoft AI for media relations for technology — Microsoft South Africa with FleishmanHillard South Africa
- Philips Work The Beat — Philips
- Vodacom technology to support learning continuity during the COVID-19 pandemic — Vodacom with WE Communications
- Xbox Hall of Fame — Microsoft with Clockwork

Travel & Leisure

Winner: Rebuilding stakeholders' Trust in Kenya Airways — Kenya Airways with Edelman Africa

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