

Tell-Em PR wins at 2010 PRSK Awards

By [Carole Kimutai](#)

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Tell-Em Public Relations has bagged the prestigious award of PR Campaign of the Year in the 2010 Public Relation's Society of Kenya (PRSK) Awards. The agency's campaign for the 2010 FIFA World Cup Trophy Tour with Coca-Cola in Kenya in November 2009 was awarded for its outstanding media relations coverage.



The campaign achieved over 428 media mentions and advertising value worth over KSh19 million.

Commenting on the win, the agency's MD, Elizabeth Cook said Tell-Em won the award for its ability to be creative and strategic and also for its focus on digital media.

Using social media

"We knew that there would be media interest in the FIFA World Cup Trophy coming to Kenya, however we needed to show the relevancy of the cup to Kenya and we also needed to ensure that the story was not confined to just the sports pages. Creating a lot of buzz online in social media was also a focus," said Cook.

The Tell-Em team generated two front page newspaper stories and it also generated stories in consumer, lifestyle, entertainment and business sections of the media as well as numerous mentions on Twitter and Facebook.

Dynamic partnership with FIFA

Norah Odwesso, the public affairs and communication director for Coca-Cola East & Central Africa noted that the award-winning campaign was a result of building strategic partnerships with key partners.

"The FIFA World Cup Trophy Tour by Coca-Cola is as a result of the dynamic partnership we have with the soccer governing body," said Odwesso. "The success of the FIFA World Cup Trophy Tour by Coca-Cola is a testament to the solid partnerships we built within the organisation, with media, the government, our consumers and the agencies that supported

this activation," she said.

Tell-Em Public Relations has won numerous PRSK awards over the years, including Best PR Campaign in 2003 and runner-up to Best PR Campaign in 2004, it has also won PR Best Consultancy and runner-up Best Consultancy in 2005 - 2008, this is its seventh award.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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