

More than two minutes of success

By  Danette Breitenbach

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Atmosphere made it third time lucky, winning Campaign of the Year at last night's Prism Awards. The agency won for its 2-minute songs campaign. It has won this award twice in the past.



Atmosphere Communications at the 2018 Prism Awards.

The agency also walked away with 12 awards – six golds, four silvers and two bronze awards. Other gold winners at the event include PR Worx, Brand et al, Idea Engineers, Flow Communications, DNA Brand Architects, the Friday Street Club, Logical Truth, Verve and the University of Johannesburg.

Not a one-trick pony

Nicola Nel, MD of Atmosphere was very excited by the agency's performance. Winning Campaign of the Year, and with two campaigns in the top 5 in Campaign of the Year, as well being the most awarded agency on the night, she says this shows that the agency is not a one-trick pony.

"Year on year we have consistently delivered campaigns that have business outcomes. It starts with the brief by the client – we start by asking, what do you want us to do for your business and then we work the creative, often very closely with King James, as we did on the 2-minute showers campaign. She adds that part of this success is then "exploding this creative in all the channels. "PR lives in all the channels and integration is key."

#Prisms2018: 2-Minute Shower Songs is Campaign of the Year!

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PR Worx also did exceptionally well winning two golds, two silvers and two bronze Prisms. Madelain Roscher, MD of PR Worx says this success is a testimony to the efforts of her team. “The Awards are also an accolade to our clients for trusting us with their strategy.” Successful campaigns also equal hard work. “Year on year we work hard to improve on the previous year. We are consistent and then more, so our work improves and is stronger.”

Inspired by the Awards

DNA Brand architects was not only awarded a silver for Mid-Sized agency of the year but also received a gold, silver and bronze Prism. DNA Brand Architects, agency founder, Sylvester Chauke, is honoured that their work has been acknowledged. “The demands placed on us are increasing so I am proud of work we have done for our clients and also elated because I know it makes a difference.” He says the Prism Awards have inspired him. “It is nice for the industry to get a pat on the back, and to acknowledge and celebrate ourselves.”



#Prisms2018: All the winners!

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The agency’s Monare Matema was also awarded a bronze for Best Up-and-coming Public Relations Professional. Matema is super proud of his agency. “DNA won many awards tonight. My individual award is the cherry on top and I am so proud. I have learnt so much in the industry, from what works today may not work tomorrow, to roll with the punches, and to understand your market and plug into that space.”

Clockwork Media received a silver for the second year in a row for Large Agency of the Year as well as three silver and two bronze Prisms. “The award affirms that we are on the right track, doing the right things, especially research and measurement, which is a key area for the judges, says Tom Manners, CEO of the agency. He adds that the number of entries in this category remains disappointing, however, and that he would like to this change.

Plato Communications was awarded a silver in Small Agency of the Year. African Network of the Year was won by Burson-Marsteller. A silver was awarded in the African Campaign of the Year to ByDesign, a relatively young agency. As a new agency, these awards are so important, says ByDesign founder, Kevin Welman. “When we are recognised, it is alongside established players and their great work.”

Coming of age

Bridget von Holdt, convenor of the Prism Awards was named Lifetime Achiever. Earlier in the evening, opening the Awards, Von Holdt said she often asks herself why she does this. “Then when I see everyone gathered at the Awards I know why. I do it for you, I do it for the PR industry.”



#Prisms2018: Lifetime Achiever, Bridget von Holdt

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She expressed mixed feelings on the PR industry. “The industry has come of age and is recognised in the boardroom and is respected for its strategies and the impact of its campaigns. We have brought the communication disciplines together and launched integrated campaigns. We see these campaigns in the Prism Awards’ entries and I applaud these.”

However, she has two concerns – research and measurement. “Both remain weaknesses in what we do. We need to mature and move beyond per column cm as a measurement. AVE is not a measurement. It is for this reason that some campaigns did not win anything, while others were awarded.

She adds that South African PR companies’ work is comparable to work overseas by their counterparts. “When I compare overseas work with the Prism Awards entries I see brilliant work and I am proud.”

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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