

## Burson-Marsteller Africa wins on the continent

Following Burson-Marsteller Africa's African Agency Network of the Year award win at the Financial Mail AdFocus Awards on 23 November 2016, two of its branded partners, Engage Burson-Marsteller (Kenya) and Brainchild Burson-Marsteller (Uganda), walked away with top accolades at their local PR industry awards ceremonies.



# Burson•Marsteller

These wins further underscore the leadership of the Burson-Marsteller Africa network, which operates in 53 of the 55 countries on the continent as Africa's number one PR network.

Their wins are as follows:

- Engage Burson-Marsteller, Kenya – PRSK (Public Relations Society of Kenya) Awards held on 25 November 2016: Best Public Relations Event of the Year, for MultiChoice and the Disney Junior channel exclusive pre-screening of Lion Guard 'Return of the Roar'; Best Internal Communication Campaign of the Year, for its work in supporting MultiChoice Kenya to launch a new subscriber management system.
- Brainchild Burson-Marsteller, Uganda – PRAU (Public Relations Association of Uganda) Awards held on 25 November 2016: Best PR Agency (second year in succession); Best Crisis Management, for the Pepsi UEFA Champions League promotion; Best Event, for Vodafone Power Talks, a quarterly event concept to help entrench the Vodafone brand among SMEs in Uganda; Best Media Management, for Pepsi's Under the Crown promotion called *Sala Puleesa* (loosely translated as "reduce pressure").

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