

# Sabre Awards Africa: 2020 winners announced

The winners of the 2020 Sabre Awards Africa have been announced.



The trophies were originally scheduled to be presented at the African Public Relations Association Congress in Dar-es-Salaam in May, which has been postponed due to concerns over the Covid-19 pandemic. PRovoke Media and Apra are exploring other options for both the Congress and the awards presentation.

## The platinum Sabre Award for best in show

### Finalists:

#BiogenJourney: The world's first unfluencer campaign — Biogen with Retroactive  
#ClearTheStigma — Jet with Joe Public United  
African migrations: Changing global perceptions — Mo Ibrahim Foundation  
Shield - Sbonis'IDiski — Unilever South Africa - Shield with Edelman  
Wings To Fly — Equity Group PLC with Ogilvy Africa

## The Diamond Sabre Awards for Excellence in Public Relations in the C-Suite

### Company of the Year winner:

Company of the Year — MTN Ghana with Touchpoint Magna Carta

## The Sabre Award for Superior Achievement in Brand-Building winner:

#SeeFinish — Leadway Assurance Plc with Modion Communications

### Certificate of Excellence:

Darling X LFW19 — Darling with LSF PR  
Wings To Fly — Equity Group PLC with Ogilvy Africa

## **The Sabre Award for Superior Achievement in Reputation Management winner:**

#Gokada2.0 — Gokada Nigeria with Modion Communications

### **Certificate of Excellence:**

M-Kopa Impact Report : From Promise To Reality — M-Kopa Solar with Levanter Africa/5ive Africa

Superior Achievement in Brand Building — MTN Ghana with Touchpoint Magna Carta

The Sabre Award for Superior Achievement in Research and Planning winner:

Age of AI — Microsoft Middle East and Africa with WE Communications

## **The Sabre Award for Superior Achievement in Measurement and Evaluation winner:**

Scaling up: Researching stakeholder relations to boost innovation in Africa — SA Innovation Summit with Reputation Matters

### **Certificate of Excellence:**

Artificial Insemination- "Uhimilishaji wa Tija kwa Wafugaji" — Land O' Lakes Venture 37 with Blueink Group Ltd.

HGTV Channel Launch — Discovery Inc with FleishmanHillard

## **Gold Sabre Awards for Public Relations Campaigns**

### **Geographic categories**

#### **Northern Africa winner:**

Knowing which way the wind blows — Siemens Gamesa with BCW Africa

#### **Western Africa winner:**

African migrations: Changing global perceptions — Mo Ibrahim Foundation

### **Certificate of Excellence:**

#SheaOnTheBeach — SheaMoisture with Redrick PR, Coker Creative

Alleviating Poverty Through Human Capital Investments — The National Social Investment Office (NSIO) with StateCraft Inc.

Raise Awareness and Drive Participation for The Jack Ma Foundation's Africa Netpreneur Prize Initiative - Jack Ma Foundation with Chain Reactions Nigeria

Leveraging on Emergency Communication Centre for National Security — Nigerian Communication Commission with Image Merchants Promotion Limited

#### **Eastern Africa winner:**

Wings to Fly — Equity Group PLC with Ogilvy Africa

### **Certificate of Excellence:**

Chapa Dimba Na Safaricom — Safaricom PLC with Ogilvy Africa

Takeover of Kenol Kobil by Rubis SCA. — Bowmans with 1. Media Edge Public Relations 2. TBWA Integrated 3. Redhouse Digital

## **Southern Africa winner:**

#ClearTheStigma — Jet with Joe Public United

## **Certificate of Excellence:**

Dove 100 Colours of Africa — Unilever South Africa - DOVE with Edelman

Hyundai Don't Cross Your T's — Hyundai South Africa with Clockwork

Lenovo Father's Day Confessions — Lenovo with WE Communications

Philips Back to Rhythm — Philips with FleishmanHillard

## **Practice Area Categories**

### **Business-To-Business Marketing winner:**

Nupen Staude de Vries: Year One — Nupen Staude de Vries Inc. with Tribeca Public Relations

### **Certificate of Excellence:**

Knowing which way the wind blows — Siemens Gamesa with BCW Africa

### **Cause-related marketing winner:**

Philips Back to Rhythm — Philips with FleishmanHillard

### **Certificate of Excellence:**

#BackToRhythm — Philips South Africa with Ogilvy South Africa

Vodacom Mum & Baby Service — Vodacom with WE Communications

### **Corporate Image winner:**

Bolt: An enabler of progress — Bolt with Tribeca Public Relations

### **Certificate of Excellence:**

Bringing Good Times from a Good Place — Pernod Ricard with BCW Africa

LinkedIn Social Advocacy — Microsoft Middle East and Africa with WE Communications

### **Corporate Social Responsibility winner:**

Shield - Sbonis'IDiski — Unilever South Africa - Shield with Edelman

### **Certificate of Excellence:**

Employee CSR Challenge — Vivo Energy Ghana Limited

FQM Boreholes Project – Water is Life— First Quantum Minerals Ltd (FQM) with Langmead & Baker Ltd

### **Crisis/Issues Management winner:**

Pharma Students Demonstrate — United States International University - Africa (Usiu\_A) with Engage BCW, Kenya

### **Certificate of Excellence:**

MTN Momo is not shutting down — MTN Ghana with touchpoint Magna Carta  
Stanbic Music Festival 2019 — Stanbic Bank Zambia with Langmead & Baker Ltd

### **Digital Campaign winner:**

Count Me In - 2019 National Census for Kenya — Kenya National Bureau for Statistics (KNBS) With Apex Porter Novelli

### **Certificate of Excellence:**

Hyundai Don't Cross Your T's — Hyundai South Africa with Clockwork  
Launch of Win by inwi — inwi with PR Media

### **Employee Communications winner:**

Employee CSR Challenge — Vivo Energy Ghana Limited

### **Certificate of Excellence:**

Sage Africa & Middle East : Your Voice Pulse Survey 2019 — Sage

### **Financial Communications winner:**

Chaka Launch — Chaka with LSF PR

### **Certificate of Excellence:**

Sage Budget Speech campaign 2019 — Sage South Africa with Idea Engineers

### **Integrated Marketing winner:**

Launch of White Walker by Johnnie Walker — East African Breweries Limited with 1. Media Edge Public Relations 2. Redhouse Digital

### **Certificate of Excellence:**

Artificial Insemination- "Uhimilishaji wa Tija kwa Wafugaji" — Land O' Lakes Venture 37 with Blueink Group Ltd.  
Ndoto Zetu — Safaricom PLC with Ogilvy Africa

### **Marketing to Consumers (New Product) winner:**

#LiveInTheNow — Audi South Africa with Ogilvy South Africa

### **Certificate of Excellence:**

Boomerang Tunes — WarnerMedia with BCW Africa  
HGTV Channel Launch — Discovery Inc with FleishmanHillard

## **Marketing to Consumers (Existing Product) winner:**

MenaCal.7 Woman to the Bone — MenaCal.7 with Tribeca Public Relations

## **Certificate of Excellence:**

#ShopTheStreet — Yoco with Avatar PR

Don't tell the kids — Hamleys with Avatar PR

## **Media Relations winner:**

More than Afrobeats — Universal Music Group Nigeria with BWL Agency

## **Certificate of Excellence:**

Cellulant's Inaugural Partner Summit 2019 - Cellulant with Chain Reactions Nigeria

Communicating Regulatory Compliance for Consumer Loyalty — Kano State Electricity Distribution Company (KEDCO) with Image Merchants Promotion Limited

Launching into Africa — Microsoft Middle East and Africa with WE Communications

Microsoft Stakeholder Engagament - Launch of data centres in South Africa — Microsoft South Africa with FleishmanHillard South Africa

## **Public Affairs/Government Relations winner:**

Curtailing Foreign Rice Smuggling into Nigeria — RIPAN and Nigeria Customs Service with Image Merchants Promotion Limited

## **Public Education winner:**

Restating the Obvious — ARS - COREVIH with Blast BCW

## **Certificate of Excellence:**

Republic of Sexual Abuse — Black River FC / POWA with Avatar PR

## **Social Media Campaign winner:**

#ClearTheStigma — Jet with Joe Public United

## **Certificate of Excellence:**

Axe Advocate Programme — Unilever South Africa - AXE with Edelman

Cell C Inanda Africa Cup 2019 — Inanda Club with Mason Show Management (Pty) Ltd

Lenovo Digital Scavenger Hunt — Lenovo with WE Communications

Vaseline - Journey of a Jar — Unilever South Africa - Vaseline with Edelman

## **Special Event/Sponsorship winner:**

Darling X LFW19 — Darling with LSF PR

## **Certificate of Excellence:**

## **Industry sector categories**

### **Consumer Products/Services winner:**

Dulux Colour Futures Colour of the Year 2019 — Dulux with FleishmanHillard

### **Fashion and Beauty winner:**

Dove 100 Colours of Africa — Unilever South Africa - DOVE with Edelman

### **Financial and Professional Services winner:**

Fuliza — Safaricom PLC with Ogilvy Africa

### **Food and Beverage winner:**

KFC Proposal — KFC - South Africa with Edelman Africa

### **Healthcare winner:**

#BiogenJourney: The world's first unfluencer campaign — Biogen with Retroactive

### **Media, Arts and Entertainment winner:**

Cartoon Network Soccer Superfan — WarnerMedia with BCW Africa

### **Certificate of Excellence:**

LaLiga Community & Corporate Engagements — LaLiga with Clockwork

Long Live the Bat! — WarnerMedia with BCW Africa

### **Mining and Extractive Industries winner:**

#SheRocks — Glencore South Africa with Ogilvy South Africa

### **Certificate of Excellence:**

Exxaro Powering SAs Possibility — Exxaro with Clockwork

### **Not For Profit/Charities winner:**

Shield - Sbonis'IDiski — Unilever South Africa - Shield with Edelman

### **Certificate of Excellence:**

African migrations: Changing global perceptions — Mo Ibrahim Foundation

Pharma Students Demonstrate — United States International University - Africa (Usiu\_A) With Engage BCW, Kenya

### **Public Sector/Government winner:**

NAF Women of War — Nigerian Air Force NAF with Image Merchants Promotion Limited

## **Technology winner:**

Customer Private Lounge — Audi South Africa with Ogilvy South Africa

## **Certificate of Excellence:**

Icons of Change – Facebook with Chain Reactions Nigeria

Lenovo #Built4EveryU Campaign — Lenovo with WE Communications

Scaling up: Researching stakeholder relations to boost innovation in Africa — SA Innovation Summit with Reputation Matters

Vodacom- Beyond a Telco — Vodacom with WE Communications

## **Telecommunications winner:**

Vodacom- Beyond a Telco — Vodacom with WE Communications

## **Travel and Leisure winner:**

Building Positive Narrative for Dubai as Affordable Destination for Nigerians — Chain Reactions Nigeria

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