

PR Worx wins at 2019 PRISA PRISM Awards

Commitment to communications excellence and creativity ensured that public relations company PR Worx was one of the highest awarded agencies at this year's PRISA PRISM Awards with a total of 6 awards, including a silver in the Campaign of the Year category. This brings the firm's total PRISM wins to 48 trophies in various categories over the past seven years, which confirms PR Worx's dedication to incorporating strategy, creativity and professionalism into all their communication campaigns.

The company's awards are broken down as follows:

Award	Category	Client	Campaign
Special mention	Consumer PR for an existing product, service or category	NikNaks	#LovedByTheStreets
Bronze	Launch of a new service, product or category	Doritos	Bold Nation
Special mention	PR on a shoestring	Mpact	Recycling Month 2018
Silver	Corporate communication	Moti	The Moti Group
Overall winner	Best PR Professional	Chantal Riley	
Silver	SA Campaign of the year	NikNaks	#LovedByTheStreets

"Continued innovation, creativity and measured determination make public relations effective – it is this criteria that form the foundation upon which we build all our campaigns," says PR Worx managing director, Madelain Roscher.

"I feel exceptionally honoured to have been acknowledge by the PRISA PRISM Awards as the Best PR Professional this year; this is the second time I have been awarded this accolade and it is a true testament that if you dedicate yourself to your craft, there is no reason why you cannot remain top of your game," explains Chantal Riley, Senior Account Director of PR Worx.

PR Worx was established in 2001 to provide specialist integrated marketing-communications' services to companies and has been producing multinational and Pan-African public relations campaigns.

Roscher adds that PR Worx's awards, both local and international, affirm that the company's work is of the highest quality and the result of the strength of the team. "These awards would not be possible without my exceptional team, whom I would like to thank for their consistent delivery, service excellence, pride and loyalty and for always striving to exceed client expectations – our recognition last night truly is a team effort," she concludes.

Last night's accolades are not the only reason the agency has reason to celebrate. Last month PR Worx, was awarded the PMR Africa Award as the Best Public Relations company in Ekuhuleni for the ninth consecutive year. Last week, Roscher herself was awarded the Africa Women Leadership Award by the World Women Leadership Congress and Awards – it truly has been a month of celebration for one of Africa's top communications agencies.

To learn more about this award winning communications firm visit www.prworx.co.za or join them on www.facebook.com/PRWorx for daily interaction.

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