



2020 PRSK Awards for Excellence Winners

The 20th edition of the Public Relations Society of Kenya (PRSK) Awards for Excellence and Gala Dinner was held on 10th December 2020 at the Sarova Panafric Hotel, Nairobi.

The awards were judged by a panel of practitioners, researchers, educationalists and media experts who follow a twofold approach of questioning thoroughly the results measured against set objectives and how well the project's goals and objectives were met based on a four tier parameter that touches on research, planning, execution and evaluation of what was actually delivered in real terms.

2020 PRSK Award Winners

Overall PR Campaign of the Year

The overall public relations campaign of the year is the showstopper and ultimate prize for the excellence awards.

Winner

- Project Fabric Campaign Against the ban of Second Hand Clothes by Hill+Knowlton Strategies

Consumer Relations Campaign of the Year

This award recognizes an outstanding campaign that supported the marketing of consumer products or services.

Winner

- Absa Kenya Brand Launch by Absa Bank Kenya

Internal Communication Campaign of the Year

This award recognizes an outstanding internal communication campaign targeted at employees.

Winner

- Always on Campaign by Oxygene MCL/Kenya Revenue Authority

Media Relations Campaign of the Year

This award recognizes an outstanding media relations campaign that delivered exceptional results and coverage

Winner

- Project Fabric Campaign Against the ban of Second Hand Clothes by Hill+Knowlton Strategies

Public Affairs Campaign of the Year

This award recognizes an outstanding public affairs campaign planned to influence or change public policy or to influence the legislative process

Winner



- Project Fabric Campaign Against the ban of Second Hand Clothes by Hill+Knowlton Strategies

PR Event of the Year

This award recognizes an outstanding event e.g. product launch, conferencing, awards ceremony, publicity events, etc.

Winner

- Absa Kenya Brand Launch by Absa Bank Kenya

Social Investment Campaign of the Year

This category recognizes projects designed around a corporate social investment policy on community involvement, social, ethical and reputation issues.

Winner

- Free Sanitizers Handover Campaign by Oxygene MCL/EABL

Public Sector Campaign of the Year

This award recognizes the successful use of PR by public sector agencies - government ministries, departments, parastatals and local authorities.

Winner

- Stori ya Gas by Apex Porter Novelli