



PUBLIC RELATIONS SOCIETY
OF KENYA



2021 PRSK AWARDS

#AppreciationPost

Thank you for being part of a remarkable evening at the 2021 PRSK Awards!

What a way to end the year! Our 21st edition of the PRSK Awards for Excellence held at Movenpick Hotel & Residences last Friday really proved that PR professionals are on top of their game and deserve to be recognised. What an amazing turnout that was! I couldn't be prouder of each and every organization that submitted entries for the PRSK Awards, taking that leap of faith and sharing your work with the world is a true testament that we are a resilient people.



I would like to congratulate all the overall winner, Tim-Sky Media for taking home the big prize! Congratulations for submitting a wonderful, winning project. Super proud of you and your work!



Felicitations are also in order for the other winners for taking home awards in the different categories. Please join me in congratulating Redhouse Group, who won the highest number of awards of the night by bagging trophies in the Not For Profit, Media Relations and Consumer Relations category with its “Wildlife Ranger Challenge 2021”, Kenya Ports Authority’s “Operationalization Of The First Berth At Port Of Lamu” and Tanqueray “Flor De Sevilla campaigns” respectively.

We also appreciate Game Changer Marketing for taking home the internal communications award and Multichoice Kenya took home the PR Event of the year with its “Multichoice Kenya Content Showcase”.

The best Social Investment Campaign award went to Apex Porter Novelli with the “Birdies For Good Campaign”, Apex also scooped the “Partnership Engagement Initiative of the year Campaign” with its Absa Kip Keino Classic campaign.

The evening also saw Kenya Electricity Generating Company (Kengen) win the New Media PR Campaign of the Year with the popular “Kengen Energy Champion Digital Campaign”, Vivo Energy Kenya won the Public Sector Campaign with the “Lookout Tuvuke Salama” road safety campaign. Congratulations are also in order for the Intermanagement Group Kenya for bagging the Public Affairs campaign award with its Raising the Bar with Tusker Campaign.

Oxygene Marketing Communications Ltd won in the Best Corporate Publication category with the EABL Sustainability Report, Tim Sky Media the Financial Communication Campaign of the Year with Family Bank’s “Corporate Bond Campaign” and Engage BCW the Covid-19 Awareness Campaign with its “#ItsUpToUs” campaign.

I’d like to single out William Dekker who won on the Young PR Professional of the Year (In house). Mr Dekker is an inspiration that I hope all young professionals will emulate. As we congratulate him for his well-deserved achievement, I will definitely organize a tete-a-tete with him and see how we can organize a campaign to encourage more upcoming professionals to compete in this category.

Since the PRSK Awards for Excellence began in 2000, PRSK has recognised and honoured the work that PR professionals do behind the scenes. We are still going strong and promise an even bigger and better Award ceremony in 2022! I believe we do a lot of work that people don’t get to hear about and I would like to challenge you to share your work with us. We’d love to give you a platform to showcase your work and wouldn’t hurt to win an award for that as well.

This year we plan to document the winning entries in our PR Digest and will be reaching out to all the organizations that put in entries to get the story behind the entry. We want our members to learn from you and understand why your entry won.

A big thank you to our no-nonsense judges led by Chief Judge Anne Gichuhi for doing a splendid job! Thank you for explaining why some entries did not make the cut this year! I’d also like to give a shout out our MC of the day, Wangui Kabala who did an amazing job at the Gala Dinner. Thank you for keeping us entertained for the four hours we were there. Good job Kui!

Finally, a massive thank you to you, our members, for turning up in large numbers to dine with us and celebrate these firms for a job well done. We look forward to a bigger awards ceremony next year Inshallah!

Keep safe and until next time Cheers!



Sylvia Mwachuli, MPRSK
CEO, Public Relations Society of Kenya



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