



#PROIforthewin – PRovoke Media Sabre Award Round Up

PROI Worldwide is proud to announce the 2020 PRovoke Media Sabre Award wins in the Africa, Americas and EMEA region. A total of 18 Sabre Awards, 4 certificates of excellence, and one finalist for Platinum Award Best in Show.

Congratulations to our many partners on their recognition for client work and campaigns. It is a fantastic display of the talents of our leading independent agencies!

AFRICA

REPUTATION MANAGEMENT

Certificate of Excellence: M-KOPA Impact Report: From Promise to Reality — M-KOPA Solar with Levanter Africa/ 5ive Africa

AMERICAS

Sabre Award Winners:

Engaging Society - Cause-Related Marketing

- Jack Daniel's Operation Ride Home — Jack Daniel's with Finn Partners

Community Relations

- Stonyfield Organic Takes Its Mission To New Pastures — Stonyfield Organic with 360PR+

Industry Sectors

Automotive

- Takata Airbag Recall in Puerto Rico — Toyota Motor North America with Jackson Spalding

Real Estate & Construction

- Downtown Doral Invites Unhappy New Yorkers — Codina Partners with rbb Communications

Telecommunications

- Comcast Business: From Cable to Enable — Comcast Business with Finn Partners

Government Agencies

- It's About Respect Pilot Campaign — Washington State Department of Health with C+C

Small Agency of the Year

- RBB Communications

Mid-Size Agency of the Year

- Finn Partners

EMEA

Sabre Award Winners:

Outstanding Individual Achievement Award

- Allard van Veen

DACH Consultancy of the Year

- fischerAppelt

Corporate Consultancy of the Year

- Lansons

Best Use of Illustrations + Photography

- Nobody Left Outside (NLO) — MSD with Interel Consultancy

Geographic - Central & Eastern Europe

- The Cost of Bad Mental Health — Janssen Slovakia with Seesame

Advocacy - Public Affairs

- The Unexpendable Nine — 9 Different Healthcare Organizations with Ewing Public Relations

Media Relations - Product Media Relations (Trade Media)

- AVAST: 'Securing the lead role in the cybersecurity story' — AVAST with Finn Partners

Digital and Social Media - Influencer Marketing

- Romania has rocker blood — Rock FM with Rogalski Damaschin Public Relations and Most Wanted Advertising

Digital and Social Media - Word of Mouth

- Get your vouchers out at the farm — Voucher Issuers Association with Interel Belgium SA

Telecommunications

- #DontBeAPirate – O2 Slovakia with Seesame with Elite Solutions and Zenith Optimedia

Platinum Sabre Award for Best in Show

Finalist: #DontBeAPirate — O2 Slovakia with Seesame with Elite Solutions and Zenith Optimedia

Best Content Creation for Media Sites (Earned)

Certificates of Excellence: Green Power of Neversea — CEZ Group in Romania with Rogalski Damaschin

Best Use of Video Networks

Certificates of Excellence: Money Bistro — Raiffeisen Bank with Rogalski Damaschin Public Relations

Best Use of Original/Commissioned Research for PR

Certificates of Excellence: The Cost of Bad Mental Health — Janssen Slovakia with Seesame

PROI Worldwide

PROI Worldwide harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2019, PROI encompassed 78 partners with 7,300 employees in more than 165 cities and 50 countries. With combined revenue of nearly US\$ one billion, PROI ranked 4th among consolidated communications groups, and was the only one in the top ten that is based on a unique partnership of independent business owners.