



ECLIPSE COMMUNICATIONS WINS BIG AT PRISM AWARDS 2020

Eclipse Communications is the Best Large PR Consultancy

Johannesburg, 18 May 2020: Eclipse Communications scooped the coveted title of Best Large PR Consultancy at the 2020 PRISM Awards which is run annually by the Public Relations Institute of Southern Africa (PRISA).

With 100% local ownership, Eclipse Communication has enjoyed stellar growth since inception in 1998. The agency built its success on finding, retaining and growing high-calibre PR professionals and has diversified from a dedicated PR agency into a full-service agency.

Eclipse Communications CEO Steve Powell said that winning Best Large PR Consultancy is an honour and validation of the investment that has gone into the agency's growth in recent years. "While we are very proud of this achievement, this is not the destination, but a foundation from which to amplify the strategy that brought us this far. We are proud of our team, many of whom are shareholders in the agency. This phenomenal team constantly and consistently delivers excellence for clients, conceptualises and executes impactful work, adds value and challenges clients to think differently, on a daily basis."

The PRISMs recognise the achievements of individuals, consultancies and companies that have excelled in the sector. Entrants for the large PR consultancy are judged on size of agency, strength and length of client relationships, attraction and retention of people talent as well as agency strategy. In tune with the agile communications landscape, the 2020 PRISM Awards were hosted in a virtual ceremony, proving that South Africa's communications industry is healthy and relevant.

Founding Partner Jacki McEwen says global competency and local agility mean the agency operates comfortably with multinationals and local start-ups. "In addition to having a presence in Israel, we are the Africa Hub of SERMO's international network of independent PR agencies. We have exciting news to announce in the coming weeks about our agency's growth."

She says Eclipse Communications national team ranges from seasoned industry heavyweights to energetic young upstarts. "We have clients in a multitude of sectors: from construction and chocolate, to entertainment and engineering. Whether it's a long-term retainer to specialised project, everything we do is rooted in an uncompromising commitment to diversity: of people, skill sets, thinking and styles."

As Africa's most celebrated public relations and communications awards, this year, the PRISMs were judged by more than 67 judges across various categories, including Johannesburg MD and PR maestro Cheryl Reddy. Additionally, 10 dynamic young judges form part of the PRISMs



Young Voices initiatives, one of which was Brenda Sono, Account Manager in the Corporate Centre of Excellence.

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