

# Award-winning week for Havas Worldwide Johannesburg and Havas Public Relations

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Havas Worldwide Johannesburg and Havas PR enjoyed an accolade-laden week receiving gongs from the African Cristal Awards, an awards festival rewarding and inspiring impressive work on the African continent, the Millward Brown awards for the most-loved South African ads and the International Public Relations Association (IPRA) Golden World Award honouring outstanding work in PR.

Commenting on the agencies' wins, Havas Southern Africa CEO, Lynn Madeley commended her teams on their wins and said she hoped the awards would inspire others. "In today's multichannel, interactive world of digitally empowered consumers, advertising is no longer just ads, it's about brilliantly integrated creative ideas, ideas so powerful they have the capability to transform brands, creating entirely new categories, and altering consumer perceptions. These awards speak to that and show how we remain an organisation that strives to make tomorrow better by letting great work lead."

Havas Worldwide Johannesburg won a Silver Award for their work on Mr Min, whilst South Africa research house Millward Brown awarded the agency's Dettol soap ad titled, "Worry Less Love More," as one of South Africa's favourite commercials.

Havas PR won the IPRA PR campaign (in-house category) for their global campaign, "How Climate broke through" for the United Nations Foundation. The project restored credibility to climate science for the UN's latest climate assessment report in 2014 with over 25 billion media impressions across the world.

"We're incredibly proud of the work that's been done at Havas and we look forward to showing more award-winning work soon," concludes Madeley.

Please click on the following link to see the winning works - <http://bit.ly/1Mv39kN>.

- **LG's 2024 soundbars deliver complete at-home entertainment with rich audio** 15 Jan 2024
- **Havas Red expands to South Africa adding PR, social and content capability to the region** 11 Sep 2023
- **Havas Media ranks 5th as media agency in South Africa, Recma First Edition 2023 results show** 9 May 2023
- **Havas prosumer studies reveal interesting facts on lesser explored topics** 12 Jan 2023
- **Pernod Ricard appoints Havas Media SA as its media agency of record** 22 Dec 2022

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