

A PRISM for Atmosphere

Atmosphere Communications has won a PRISM Award in the consumer marketing category for its MWEB Home 1-gigabyte ADSL campaign at PRISA's recent annual awards ceremony in Johannesburg. Says Nicola Nel, MD of Atmosphere Communications, "The superbly implemented campaign achieved publicity well in excess of our targets and following the launch, MWEB Home had to employ more call centre staff to handle the increase in consumer queries." Atmosphere was also nominated in the same category for the launch of the David Beckham Instinct fragrance for Indigo Cosmetics, and in the marketing communications category for its school bus safety campaign for AA Test & Drive.

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