

# ZK Advertising tops Uganda PR awards

 By [Walter Wafula](#)

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Ugandan marketing and media management firm, ZK Advertising, emerged the Overall Winner of the 2010 Public Relations Association of Uganda (PRAU) Excellence Awards in Kampala last Friday, 13 August. ZK also won the Media Management Award.

The firm stood out for developing the "Sexual network: One love" campaign, a not-for-profit campaign sponsored by the Uganda Health Marketing Group (UHMG), as a tool to reduce HIV/AIDs. The campaign which, targeting the youth and adults with multiple partners, is broadcast and printed in Uganda's leading media besides outdoor advertising billboards.

## Other winners at the awards gala included:

- Tullow Oil Uganda for Best Corporate Social Responsibility;
- Uganda Breweries Limited (UBL) for the Best Event and Best Crisis Management;
- Fire workings advertising for Best Corporate Publication;
- Nile Breweries for Best Internal Communications;
- Uganda Revenue Authority for Best Public Sector Campaign; and
- Mediage for Best PR Agency.

The awards recognise the organisations and individuals who have excelled in PR and communications in the various initiatives they have undertaken.

Kabakumba Matsiko Uganda's minister for information and national guidance, officiated at the awards, commended PRAU for its role in uplifting the standard and professionalism of the PR industry in the country. In attendance were officials from Uganda's large corporate companies, public bodies, NGOs and other key institutions.

Cathy Adengo, PRAU PR director said the most popularly contested awards were the Best Media Management category and Best Event category. "This year has been a huge success and PRAU is committed undertaking more initiatives that will continue to uplift the standards in public relations and communications in Uganda," She added.

## ABOUT WALTER WAFULA

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