

PRESS RELEASE

NGAGE scoops up two gold awards at the 2012 PRISM Awards

NGAGE has received top honours after being presented two highly-acclaimed gold awards by the Public Relations Institute of South Africa (PRISA), at the annual PRISM Awards.

26 March, 2012: NGAGE is extremely proud to announce that the company scooped up two gold awards and one special mention at the highly-respected 2012 annual PRISM awards in Rosebank on Sunday March 25, 2012.

As first time entrants to the awards, NGAGE won a Gold Award for 'Best Small PR Consultancy' and NGAGE co-founder and account director **Renay Tandy** received a Gold Award for 'Best PR Professional in Media Liaison'. NGAGE also received a special mention in the Business to Business category, for a submission on the Ludowici Meshcape acquisition announcement.

The PRISM Awards are Africa's most sought-after awards in the public relations industry, with 213 entries submitted in 37 categories for 2012. NGAGE MD **Russell Tandy** says: "We are proud of this achievement, as the judging criteria was extremely strict this year. The judges noted that they received a record number of entries this year, and that they set a high standard for the awards given. They mentioned that they would not give awards to PR companies who are 'just doing their jobs'. The winners needed to have pushed the boundaries and excelled in creativity and innovation, and that is exactly what NGAGE has achieved."

Russell believes that the awards are evident that the company is fully-committed to revolutionising the PR industry by making use of industry-first technology and innovation, which provides clients with unrivalled services and support. "NGAGE is committed to making positive changes to the PR industry, and receiving the PRISM gold award for 'Best Small PR Consultancy' is a confirmation that we are successfully achieving our objectives."

Since its establishment in 2006, NGAGE has consistently grown from strength-to-strength, and is today recognised as a market-leading communications consultancy, having achieved an 82 percent average annual increase in turnover year-on-year since 2007. Having developed a reputation for loving the 'mud and dirt' of PR, NGAGE has a comprehensive understanding of technical industries, combined with unrivalled technical writing ability, which has enabled it to fill a gap in the market by specialising in clients that operate in industries that include; mining, engineering, construction, agriculture and technology.

As an experienced trade journalist who has worked for a number of technical publications, Renay believes that she has managed to achieve her success thanks to her experience 'on the other side of the fence'. She says: "My experience has enabled me to establish strong working relationships with journalists, and I have gained a good understanding of what each publication requires of me. It is a great honour to be presented with such a highly-prestigious award."

NGAGE has surpassed its longer-established competitors through pioneering breakthroughs introduced to the local industry. This includes; the NGAGE Media Zone – a first-of-its-kind intranet, which enables media professionals to compile articles on NGAGE's clients, by providing them with full access to relevant media releases, high-resolution images and supporting documents and files. Overwhelmingly positive feedback on the Media Zone from trade journalists has resulted in other PR consultancies following suit.

Russell points out that NGAGE has bucked the industry trend of binding its clients to lengthy contracts. "The company has full confidence in its quality of service, and only requires clients to commit themselves on a monthly basis. This is achieved thanks to our complement of experienced and award-winning trade journalists, who work closely with a team of technically-knowledgeable account executives. As a result, NGAGE has maintained high client retention rates by ensuring maximum media exposure within target audiences," he concludes.

Ends

Notes to the Editor

There are numerous photographs specific to this press release. Please visit www.ngage.co.za

About NGAGE

Established in Johannesburg 2006, NGAGE is an integrated marketing communications company with a core focus on technical industries. Our full range of services and combined areas of expertise allow the NGAGE team to manage all aspects of business-to-business public relations and marketing services to the South African market.

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