

Telkom Kenya campaign voted tops

By [Carole Kimutai](#)

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The Ogilvy Public Relations Kenya campaign to manage and position the restructuring of Telkom Kenya has been voted the best in Africa.

The campaign undertaken ahead of the partial privatisation process that saw France Telkom taking up a 51% stake in the giant telecommunication firm last year has been adjudged the best in the internationally coveted Gold Superior Achievement in Branding and Reputation (SABRE) Awards.

At a ceremony held in Venice, the campaign dubbed *Telkom Kenya, The way to go* won the agency a Gold Sabre Award to beat entries by South Africa's Magna Carta, Arcay Communications, Fleishman-Hillard and Kenya's Gina Din Corporate Communications.

For a third time, the agency has scooped internationally coveted Gold Superior Achievement in Branding and Reputation (SABRE) Awards. In 2005, it became the first African consultancy to win a Gold Sabre Award in Paris for its Dasani repositioning campaign.

The campaign programs honoured in this year's SABRE Awards represent the best work of the public relations industry during the year 2007. Sponsored by internationally acclaimed Holmes' Report and now in its fourth year in Europe, the SABRE Awards have been firmly established as the largest and the most prestigious competition for the public relations industry.

The awards evaluate campaigns for their strategic value and recognise organisations that have successfully addressed a challenge, generated measurable results with a particular emphasis on exemplary professional skill, vision, and effectiveness. The Sabre also underpins leadership in public relations management.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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