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Two PRISM awards for local business Laurelle Williams

Ngage, an integrated marketing communications company based in Meyersdal, scooped up two gold awards and a special mention at the 2012 PRISM (Public Relations Institute of South Africa) in Rosebank on 25 March.

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

"We are proud of this achievement, as the judging criteria were extremely strict. The judges noted that they received a record number of entries this year, and a high standard was set for the awards. It was 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," Renay Tandy said. Ngage's core focus is on technical industries. Their 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.

When asked exactly how Ngage is pushing the boundaries, Renay replied, "With a reputation of loving the 'mud and dirt' of public relations, Ngage has a comprehensive understanding of technical industries, combined with unrivalled technical writing ability. We specialise in industries that include mining, engineering, construction, agriculture and technology. We have achieved an 82% average annual increase in turnover year-on-year since 2007."

Ngage was the first PR agency to develop a dedicated online channel for journalists to access all of their media kit material, which is backed up by an RSS feed that journalists can subscribe to. Ngage has

bucked the industry trend and does not bind clients to lengthy contracts, which is also an industry first.

Some of Ngage's clients are Hatch Consulting, AMEC Minproc, Pan Mixers SA, Dowson & Dobson, KBC Consulting, Inter-Active Technologies, HPE Africa, Micromine Africa, Ludowici Meshcape, DPI Plastics, Incledon, Melco Conveyors, Diamond Products, Biomin, Concrete Laser Flooring (CLF), Metix and BSi Steel. Renay Tandy is a well-known face, not only to the Alberton area, but in JHB South as well. She matriculated at Mondeor High School and is an experienced trade

journalist. She and her husband Russell Tandy founded Ngage in 2006.



Co-founders of Ngage, Russell and Renay Tandy, with their two PRISM awards.