



Lilac Media Awards

26 June 2012

### **Lilac, the new colour of recognition**

The inaugural Lilac Media Awards, set for Thursday 28<sup>th</sup> June 2012, will recognise media houses in Botswana according to public perception. The selection of award recipients is based on a survey conducted regularly by Hotwire Public Relations Consultancy over the past three years. The awards are the first of their kind in the country and will become an annual calendar event.

“For a business recognition comes in different forms, but the most prized form of recognition is usually from our consumers. The Lilac Media Awards aim to recognise the consumer’s voice and celebrate the selected Media Houses. Furthermore with the insights of the survey, we as Hotwire and WiredY&R are able to give our clients more value,” said Kabelo Binns the MD of Hotwire.

The awards are a result of a survey conducted over three years by Hotwire. The survey which was conducted online and through street polls gauged the public perception of media platforms in Botswana. An independent analyst collated the surveys’ data and the Lilac Media Awards are the final results. Respondents to the survey came from all over Botswana. Such insights as which radio station is preferred for news, or which paper is best loved for business were clearly highlighted by the survey’s respondents.

“Too many businesses make expensive advertising and marketing decisions without a proper appreciation of public perception. For us at Hotwire this is an integral part of how we do business,” said Binns.

The distinctive colour used to name the Lilac Media Awards is inspired by the Lilac-breasted Roller. The bird is known for perching high up to get a great vantage point from which it monitors proceedings on the ground below. The Lilac-breasted Roller is Botswana’s National Bird and has now come to stand for public recognition in Botswana’s Media industry. The awards will be held at Hotwire/Wired Y&R’s new headquarters at Plot 144, Mountain Park, Kgale.

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