

Joe Public United ranked number one in the top 12 agencies at the 2021 Pendoring Awards

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One of the many joys of being a South African is our love of language and our ability to use it fluidly. Work, migration, education, urbanisation, the places we live, friendships, marriage, to name a few, have influenced our languages to the point where most of us are more than bilingual, with the average South African using 2.84 languages, often in a single conversation.



It's this love that the advertising and communications industry celebrates every year at the Pendoring Awards, to showcase the richness of South Africa's creative content in all its 10 indigenous languages. And no agency has yet to capture the #SpeakSouthAfrican spirit quite like brand and communications group, Joe Public United (JPU).

JPU was awarded top honours by coming in as number one in the top 12 agencies of 2021, and together with their clients and growth partners, collected a total of 29 awards: eight Craft Gold awards, four Gold awards, five Silver awards, two Campaign Silver awards, eight Craft Certificates and two Campaign Craft Certificates.

JPU prides itself on delivering on its purpose of growth and more specifically driving exponential growth. One of the many ways the group is doing this is by working together with its clients to create work that resonates with South Africans in a way that's relevant and insightful – and diversity in language is a fantastic vehicle for this growth and creative excellence.

JPU's entries came from some of SA's most loved brands like Flying Fish, Castle Milk Stout, Castle Free, Chicken Licken, Assupol, Vital and Nedbank and were entered across a broad range of categories from Digital Communication, Design and Film, to Integrated Campaigns, Live Events, OOH, Print and Radio, showing clear evidence of its ability to help brands connect with a local audience.

"Without our clients and our people this wouldn't have been possible, so thank you," said Pepe Marais, group chief creative officer, Joe Public United. He also stated that "Being recognised as the top-ranked agency this year is a testament to the incredible partnerships we have with our clients who work with us to achieve our purpose of growth."

The 26th Pendoring Awards were held as a virtual event on Thursday the 4th of November 2021. Categories were only open

to South African non-English languages. All entries had to be at least 70% in either Afrikaans, isiZulu, isiXhosa, isiNdebele, siSwati, Xitsonga, Tshivenda, Setswana, Sepedi or Sesotho.

Award wins breakdown:

Award	Title	Category	Title
		Joe Public United No.1 in Top 12 Agencies 2021	
GOLD	Castle Milk Stout	General Design	Clan Beats Vinyl
GOLD	Castle Milk Stout	Online Film & Commercials	Clan Beats - Culture Will Never Die
GOLD	Castle Milk Stout	Integrated Multimedia	Clan Beats
GOLD	Castle Milk Stout	Direct Mail	Clan Beats Vinyl
CRAFT GOLD	Castle Milk Stout	General Design (Illustration)	Clan Beats Vinyl
CRAFT GOLD	Castle Milk Stout	Radio & Audio Crafts (Original Music & Sound Design)	Clan Beats - KoMama
CRAFT GOLD	Castle Milk Stout	Online Film & Commercials (Direction)	Clan Beats - Culture Will Never Die
CRAFT GOLD	Castle Milk Stout	Film Crafts (Cinematography)	Clan Beats - Culture Will Never Die
CRAFT GOLD	Castle Milk Stout	Film Crafts (SFX)	Clan Beats - Culture Will Never Die
CRAFT GOLD	Castle Milk Stout	Film Crafts (Original Music & Sound Design)	Clan Beats - Culture Will Never Die
CAMPAIGN CRAFT GOLD	Chicken Licken	Radio & Audio Crafts (Writing)	Humble Achaar
CAMPAIGN CRAFT GOLD	Chicken Licken	Radio & Audio Crafts (Performance)	Humble Achaar
SILVER	Castle Milk Stout	Logo	Clan Beats
SILVER	Castle Milk Stout	Internet & Mobile Audio Commercials	Clan Beats - KoMama
SILVER	Flying Fish	Social Media	Local GIFs
SILVER	Castle Milk Stout	Live Events	Ancestors Day
SILVER	Chicken Licken	Direct Mail	SoulFuel Lamp
CAMPAIGN SILVER	Chicken Licken	Radio Station Commercials	Humble Achaar
CAMPAIGN SILVER	Chicken Licken	Newspaper & Magazine Advertising	Hunger Stories
CAMPAIGN CRAFT CERTIFICATE	Chicken Licken	Radio & Audio Crafts (Direction)	Humble Achaar
CAMPAIGN CRAFT CERTIFICATE	Chicken Licken	Print & OOH Crafts (Direction)	S'Dumo Burger
CRAFT CERTIFICATE	Castle Milk Stout	Radio & Audio Crafts (Direction)	Great S.African Fa!Story
CRAFT CERTIFICATE	Castle Milk Stout	Radio & Audio Crafts (Writing)	Great S.African Fa!Story
CRAFT CERTIFICATE	Nedbank	Radio & Audio Crafts (Writing)	A Lot Can Happen in 12 Months - Hip Hop
CRAFT CERTIFICATE	Castle Free	Radio & Audio Crafts (Performance)	Dorp/Dop Sockie
CRAFT CERTIFICATE	Assupol	Print & OOH Crafts (Art Direction)	Amaduduzo uMatrasi
CRAFT CERTIFICATE	Assupol	Print & OOH Crafts (Photography)	Amaduduzo uMatrasi
CRAFT CERTIFICATE	Vital	Print & OOH Crafts (Writing)	Whenthere'snotimeforbreaks
CRAFT CERTIFICATE	Chicken Licken	Online Film & Commercials	Khumbufekhaya

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- **SheBeen campaign reimagines women’s safety in taverns** 21 May 2024
- **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024
- **Joe Public voted SA’s Best Agency To Work For** 5 Apr 2024
- **When love is tough, Love Me Tender** 15 Feb 2024
- **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023



Joe Public

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

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