

Joe Public scoops the Annual Agencies' Agency of the Year award

Joe Public has been awarded The Annual's Agencies' Agency of the Year award. The honour of receiving the Agencies' Agency of the Year award is testament to Joe Public's values and purpose as the award is received through votes by industry peers. With an income growth of 89% and staff growth of 42%, the agency has experienced a phenomenal year of growth.

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The trophy was awarded to Pepe Marais (CCO) and Gareth Leck (CEO) of Joe Public at The Smartest Event by Jeremy Maggs.

"Having a single minded purpose has undoubtedly afforded us a record breaking year, filled with unbelievable growth in all facets of our business," comments Leck. "Recognition needs to be given to all our motivated and inspired employees and most importantly our clients whose growth continues to inspire our growth, and who make this all possible."

"I am told that clients love the agency and its staff because they are aware of their strengths - of which there are many - but perhaps more importantly, they understand their limitations when they arise and are not afraid to tell a client when this is the case," shares Jeremy Maggs, director at the Future Group and editor of The Annual.

Earlier this year the group was also awarded AdReview's Agency of the Year, Gauteng Agency of the Year as well as the People's Choice Award. Joe Public also went on to launch their Cape Town office Joe Publicn with digital expertise at its core, as well as Engage Joe Public, the group's Public Relations offering. The business also went on to extend its footprint into Africa with the launch of Cornerstone Joe Public in Namibia.

"Joe Public has grown from strength to strength, with the outstanding statistics and awards this year, I truly believe we have an even brighter future for the agency going forward and that our growth possibilities are endless," concludes Marais.

A full recap of The Annual event will be available on www.theredzone.co.za from Friday 29 November 2013.

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Joe Public

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