

Growth agency achieves international acclaim

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Engage Joe Public has been named as one of only four finalists in the EMEA SABRE Awards in the New PR Consultancies of the Year category.



"This comes off an exhaustive research process involving more than 200 submissions and face-to-face meetings with the best PR firms across Europe, the Middle East and Africa," says Arun Sudhaman President of The Holmes Report. "It's the world's biggest PR awards programme, dedicated to benchmarking the best PR work from across the globe."

Up against Matriochka Influences (France/Independent), The Romans (UK/Mother) and TinMan (UK/Unity), Engage Joe Public (South Africa/Joe Public United) made the shortlist for "focusing on multimedia content creation that integrates well with its partner agencies within the Joe Public United Group".

Poised for 20% growth despite difficult economic conditions, SABRE has recognised Engage as a 'new-age PR firm' that does not have separate consumer and corporate teams, "preferring instead to reflect the convergence of traditional practice areas." Engage is also being acknowledged for campaign highlights including work for De Beers and Kenya Tourism.

"This is a huge validation for a start-up team who has poured heart and soul into shifting mindsets around PR capabilities," says Engage Joe Public's Managing Partner, Keri-Ann Stanton. "The Kenya Tourism mention is especially sweet as our global affiliate, Grayling, scooped up five awards for Kenya Tourism at the recent Africa Excellence Awards held in Cape Town."

Engage Joe Public also recently won Silver at the Prisms in the Financial Services & Investor Relations, for their work on Visa's Card Security Week.

"We are a growth-driven agency and these awards and accolades only serve to show that Engage Joe Public is truly delivering on their chosen purpose: to grow brand belief in our clients. The case studies they have built up over the last two years are powerful testaments to the group's values of Creativity, Excellence, Integrity, Respect and Leadership," added Joe Public United CEO, Gareth Leck.

Winners will be announced at the EMEA SABRE Awards in Berlin on 25 May.

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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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