

## Joe Public United ranked #1 agency at 2019 Pendoring Awards for the second year running

Thinking, creating and sharing in a local language remains the conceptual force behind the Pendoring Awards show. This year's show celebrated [#SpeakSouthAfrican](#) - motivating, recognising and awarding creativity that not only truly South African but truly excellent across all media from film to design. Joe Public United walked away with four Golds, nine Silvers, and eight Craft Certificates - making the agency group the number-one ranked agency for the second year running.

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“As an agency that nurtures diversity and distinctive creative solutions, we believe, like Nelson Mandela, that if you talk to a man in his own language it goes to his heart. Ideating creative concepts that germinate from the multitude of culturally diverse languages in our country, means that we can cultivate powerful work, which not only builds brands but ultimately grows our country,” added Xolisa Dyeshana, Chief Creative Officer, [Joe Public](#).

Clients and brands that continue to connect with South Africans recognise that insight no longer exists in translation. Brand cannot merely be translated in order to be “vernacularised” – communication that unites is work that matures from an intimate understanding of the rich cultures which weave the fabric of our South African society together.



Working hard to acquire and convert a total tally of 21 accolades against a record number of 378 entries this year. The agency group showcased just how significant investment into developing local industry talent and ideas can be. Campaign like Jet's "Basics", Nedbank's "Secrets" and Powa's "Rape Shower", demonstrated the power of human truth and culturally relevant content. Across the group, from digital to design, Joe Public continued to #SpeakSouthAfrican with awards being picked up in a variety of different categories.

"We also need to honour and acknowledge our creative teams' unique talent and drive as they strive to create work that doesn't simply entertain, but makes a difference for our clients. As an agency we produce ideas that celebrate local brilliance and our rich heritage," concluded Dyeshana.

#### Awards Table:

Accolade	Agency	Category	Entry Type	Title	Advertiser	Product
Gold	Joe Public	Print & Out of Home Crafts	Photography	Shower	POWA	Women's Rights
Gold	Joe Public	Print & Out of Home Crafts	Illustration	How far will you go?	Chicken Licken	Hotwings
Gold	Joe Public	Film Crafts	Cinematography	Secrets	Nedbank	Brand
Gold	Joe Public Connect	Radio & Audio	Radio Station Commercials	Life of a Secret Sock	Jet	Basics
Campaign Silver	Joe Public	Print Communication	Indoor Posters	Sydlers 1	Chicken Licken	Sydlers
Campaign Silver	Joe Public	Print Communication	Indoor Posters	Sydlers 2	Chicken Licken	Sydlers
Campaign Silver	Joe Public	Print Communication	Indoor Posters	Rather	POWA	POWA
Silver	Joe Public	Radio & Audio	Radio Station Commercials	Professor	Nedbank	Unlocked me website
Silver	Joe Public	Film	Television & Cinema Commercials with a budget exceeding R1m	Vuka	South African Breweries	18+ Be the Mentor
Silver	Joe Public	Film	Branded Content Film	Secrets - Sizwe's Secret	Nedbank	Brand
Silver	Joe Public	Integrated Campaign		There will be no monuments here	Assupol	Assupol Brand Awareness
Silver	Joe Public Connect	Motion & Digital Graphic Design	Design for Digital	#12OfficialVaginas	GynaGuard	GynaGuard
Silver	Joe Public Connect	Digital Communication	Social Media	#12OfficialVaginas	GynaGuard	GynaGuard
Silver	Joe Public	Print & Out of Home Crafts	Photography	Liberty	Assupol	Insurance
Silver	Joe Public	Print & Out of Home Crafts	Typography	Husband	POWA	POWA
Silver	Joe Public	Print & Out of Home Crafts	Writing	Sydlers 1	Chicken Licken	Sydlers
Silver	Joe Public	Film Crafts	Direction	Vuka	South African Breweries	18+ Be the Mentor
Silver	Joe Public	Film Crafts	Performance	Vuka	South African Breweries	18+ Be the Mentor
Silver	Joe Public	Film Crafts	Direction	Secrets	Nedbank	Brand
Silver	Joe Public	Film Crafts	Performance	Secrets	Nedbank	Brand
Silver	Joe Public Connect	Radio Crafts	Writing	Life of a Secret Sock	Jet	Basics

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## Joe Public

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