

Joe Public wins Gold at Assegai Awards

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Joe Public is celebrating its gold and two silver wins received at the Assegai Awards, held last week at Gallagher Estate. All awards were as a result of creative executions for long-standing client, eBucks.



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The agency received a gold Assegai award for 'Self Motivation Books' in the copy category, and silvers for 'Festive Campaign' in the integrated campaigns category as well as 'Kulula Foreigner' in the radio category.

The agency's challenge, resulting in its gold for eBucks' 'Self Motivation Books', was to encourage businesses to join the 'eBucks for Business' rewards programme.

To meet client's objective, Joe Public created a direct mailer that was sent to relevant potential clients. Selected small business owners received what appeared to be a self-help business book professing to hold all the secrets to making a business more effective. The copy and art direction was crafted to look and sound exactly as it would in a real self-help book, but instead of priceless business advice, the book was filled with meaningless text. A bookmark directed recipients to the desired webpage which encouraged them to rather join eBucks for real "business sense".

Joe Public's challenge for the "Festive" campaign was to increase spending over the festive season. "The insight used here was that sometimes we receive gifts which, to put it diplomatically, are nowhere on the wish list," says BTL Creative Director Xolisa Dyeshana.

"Our campaign played on this insight by juxtaposing old, boring gifts, with the awesome products you can buy yourself online with eBucks. The concept was communicated through various touch points leading up to Christmas 2007."

For Kulula Foreigner, eBucks sought a radio campaign to highlight the 25% discount it offered on all kulula.com flights booked online. "It's a sad insight that too many South African's have not truly explored our country," says Joe Public MD Gareth Leck. "As a creative solution, we conceptualised radio ads using foreign voices speaking in typical South African dialect with the creative message: become a tourist in your own country."

"These wins prove that Joe Public has the creative depth required to produce top calibre work across all disciplines," says Gareth. "Our three creative departments, namely, above-the-line, below-the-line and promotions, and brand design have each received a number of awards. We have won creative awards at every local creative awards show in the communication industry in 2008, including the Loeries, Pendorings, OHMSA, Eagles and now the Assegai Awards."

"We are extremely chuffed to be ending 2008 on such a high note and aim to climb higher and higher in the years to come."

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Joe Public

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