

Joe Public named Financial Mail AdFocus Agency of the Year

Joe Public has been recognised as Financial Mail AdFocus's Advertising Agency of the Year for 2012.

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Gareth Leck, CEO says that the agency has come a long way over the past 14 years.

"It's been a great journey filled with highs and lows, but last night's recognition was certainly an incredible high note. The award confirms we're on the right path and doing the right things as a group of people."

Financial Mail's AdFocus reports that "nearly all other agencies have pointed to Joe Public as an important up and coming competitor. Except it's no longer up and coming - it's arrived. During the judging period (July 2011 - June 2012) revenue grew by 92% and staff by 104%."

"As a former part of an international group and then having bought ourselves back, we're truly humbled by what we have achieved in only four years," says Gareth. "We'd like to thank our partners, our people and our clients who have travelled with us and allowed us to do what we do because we're only a great agency because of them."

Founding partner and Chief Creative Officer, Pepe Marais, concurs, "I truly believe that our recognition is the result of our core business purpose: growth of our people, growth of our clients and growth of our country. This is only the beginning as we believe we are here to make a greater contribution over the next decade."

Since January 2012, Joe Public has opened an office in Amsterdam in the form of Joe Public Take-Away; a design and branding agency, Joe Public Shift; and a specialist below-the-line marketing agency, Joe Public Ignite.

Judges for the AdFocus awards included: Michelle Meyjes, CEO MEC Group, Reinher Behrens, former group CE, McCarr Worldgroup; Nikki Cockcroft, chair, Digital Media & Marketing Association; Gaby de Abreu, creative director, Switch Design; Xolisa Dyeshana, creative director, Joe Public; Fran Luckin, executive creative director, Ogilvy Johannesburg; Mzamo Masito, food brand-building vice-president, Unilever; Sandile Ndzekeli, CEO, Exp SA; Gordon Patterson, group MD Starcom Mediavest; Matt Ross, executive creative director, King James; Bernice Samuels, chief marketing officer, FNB; Justin Spratt, CEO, Quirk digital; Charl Thom, group MD, FoxP2; Ashantha Thompson, MD, Grid Worldwide Branding; and Ken Varejes, CEO, Primedia Unlimited.

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Joe Public

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