

# Joe Public United awarded Agency of the Year for the fourth year in a row at the Loeries

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Delivering on a purpose of growth and more specifically driving exponential growth is no easy task, especially in this not so normal world in which businesses, CMOs, brands, brand managers and teams as well as agency partners and creatives have all had to adapt.



In this time, when being able to work in an agile way that generates real-world results, one may be left asking: why do creative awards and agency recognition even matter? But the truth is, awarded advertising campaigns are at least four times more efficient at delivering business success - sales, share, profit or loyalty.

And this year's 43rd annual Loerie Awards was no different showing the true value of creative work. Brand and communications group Joe Public United (JPU) proved that they consistently deliver a world-class creative product to their clients, taking home top honours by being awarded as the Agency of the Year for the fourth year in a row, as well as Regional Agency of the Year for the second year running.

The Loeries, which rewards creative excellence across Africa and the Middle East, was celebrated with a creative festival in the City of Cape Town in a two-day cinematic experience streamed at cinemas in Johannesburg, Cape Town, and Durban. The showcase wasn't completely virtual and allowed some of the best creative minds to come together to share in the nostalgic experience.

Joe Public United, together with their clients and growth partners, were rewarded with a record 40 awards. The awards included one Grand Prix, eight golds, ten silvers, five campaign crafts, five craft certificates, and eleven bronzes. In addition, JPU also saw client Khensani Nobanda, group executive of group marketing and corporate affairs at Nedbank, received the "Marketing Leadership and Innovation" award and saw client Chicken Licken named "Brand of The Year" for the third year in a row.

"Being recognised as Agency of the Year for the fourth year in a row is a testament to the incredible partnerships we have with our clients who work with us to achieve our purpose of growth and the hard work and dedication of our people. Without

our clients and our people this wouldn't have been possible, so thank you," said Pepe Marais, group chief creative officer, Joe Public United.

The Loeries is internationally recognised, included in the WARC Report and is the only award endorsed by the Association for Communication and Advertising (ACA), the Brand Council South Africa (BCSA), the Creative Circle (CC), the Commercial Producers Association (CPA), IAB South Africa, the Exhibition Association of Southern Africa (EXSA), the South African Institute of Architects (SAIA) and the South African Institute of the Interior Design Professions (IID).

" **SheBeen campaign reimagines women's safety in taverns** 21 May 2024

" **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024

" **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024

" **When love is tough, Love Me Tender** 15 Feb 2024

" **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023



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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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