

When you grow taal you can grow taller

Issued by [Joe Public](#)

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For 20 years Joe Public has celebrated operating as a truly South African agency, 100% independently owned and purpose-led to realise the ripple effect that is the growth of its people, clients and country. In recent years Joe Public United has grown its focus to create relevant, vernacular work. For an agency so passionately fuelled by local creative excellence, it is no surprise that this year's Pendorings Awards, an award show labelled "the truly South African award show", proved to be an evening that showcased the talents of vibrant Joe Publicans and their brand partners - clients intent on producing content that is authentic, moving and meaningful.



Growing in significance on the award show calendar, this year's Pendorings marked its 23rd year. It was Joe Public, the group's newly digitised above-the-line agency with its powerful campaigns for Castle Milk Stout and Chicken Licken that led the charge across a wide range of categories winning 10 Gold, five Silver and seven Craft Certificates. Joe Public Shift, the group's branding and design unit brought home six awards including five Golds. Having recently received the prestigious title of Agency of the Year at the 2018 Loerie Awards, Joe Public really popped the corks on acceptance of the coveted Pendorings **Umpetha Award**. A highly respected honour, the Umpetha is presented to the best advertisement in an indigenous language, excluding Afrikaans. It was the beautifully crafted piece, **"#GetItBack"**, for Castle Milk Stout that truly encapsulated the spirit of the award, trumping the Integrated Campaign category.

"We are extremely proud of our creative talent at Joe Public. Our diverse, dedicated people are invested, heart and soul, in what they do. They are driven to create work that is relevant, work that belongs to our country – a country that has long since been seen as a pivotal player in the international award circuits. Together with our clients, we believe creativity is about stretching your mind to make magic. When we see locally inspired work rising to the top, we know that magic is doing what it should – inspiring a nation to think beyond," said Xolisa Dyeshana, Chief Creative Officer, Joe Public.

Joe Public proudly sits at the top of this year's Pendorings creative table and is steadfast in their belief that excellence

exponentially breeds great creativity, which ultimately grows our clients.

Get It Back Film: <https://bit.ly/2SxRgBP>

Awards Table:

Communication Design				
Prize	Entry Agency	Brand	Product	Language
Campaign Silver	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Campaign Gold	Joe Public United	South African Breweries (AbInBev)	Castle Milk Stout	ngesiNdebele
Design Crafts				
Campaign Craft Certificate	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Campaign Craft Gold	Joe Public United	South African Breweries (AbInBev)	Castle Milk Stout	isiXhosa
Campaign Craft Gold	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Craft Gold	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Design Mixed-media Campaign				
Gold	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Film				
Campaign Silver	Joe Public United	Centre of Communications Impact	Brothers For Life	Sesotho
Campaign Gold	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Film Crafts				
Campaign Craft Certificate	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Campaign Craft Certificate	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Craft Certificate	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Certificate	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Campaign Craft Gold	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Integrated campaign				
Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Live Communications				
Silver	Joe Public	SAB	Public Awareness	isiZulu
Radio & Audio				
Campaign Silver	Joe Public	Centre for Communication Impact	Women Empowerment	Sesotho
Campaign Silver	Joe Public	Jet	O apereng	Sesotho
Campaign Silver	Joe Public	Chicken Licken	Stores	Afrikaans
Campaign Gold	Joe Public Shift	Boerenmeisje Onderklere	Melkert	Afrikaans
Radio Crafts				
Campaign Craft Certificate	Joe Public	Jet	Jet plus-size range	isiZulu
Campaign Craft Certificate	Joe Public	Chicken Licken	Stores	Afrikaans
Campaign Craft Certificate	Joe Public	Chicken Licken	Fly-Thru	isiZulu
Campaign Craft Gold	Joe Public Shift	Boerenmeisje Onderklere	Melkert	Afrikaans

▪ **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



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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