

Joe: still New Gen's no. 1 for the 4th consecutive year

Issued by [Joe Public](#)

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If there's ever been a year where brands have needed their digital agencies to be truly on point, it's this utterly unexpected yet appropriately futuristic decade rounder we find ourselves in now. Which is why [Joe Public Connect](#) is especially proud to be celebrating its (fourth consecutive) win as Med-Large Agency of the Year at the 2020 New Generation Social and Digital Media Awards.



This year's 'New Gen' Awards took place on 25 September, as a 70-minute virtual ceremony. As the digital arm of [Joe Public United](#), Joe Public Connect was honoured to win a total of 12 awards across various categories, including five golds, four silvers and two bronzes.

The New Gen Awards prides itself as being a platform that 'identifies true winners at the forefront of South Africa's future communications, media and digital technologies'.

Mpume Ngobese, managing director at Joe Public Connect, says: "We are honoured to be acknowledged for the exceptional work our teams have produced over the last year, while successfully navigating both the volatility of the economy and the digital media landscape on behalf of our clients. But even more significant for us is the fact that we are able to take the stage as the top agency for a fourth consecutive year."

She adds: "This is no accident – it's the result of our ongoing drive to live our brand purpose of growing our people and our clients. Time and again, we see that through putting our purpose first, our campaigns contribute to improving the lives of South African consumers. This is at the core of who we are as a company and what drives us in developing powerful strategies that move us, and our clients, forward."

It's this 'Joe' purpose of growing its clients, across the spectrum, that drives the brand and communications group forward – fuelled by the belief that growth is a virtuous circle, linking the growth of its talent to the growth of its creative product, to the growth of its clients – and ultimately, to the greater good of the country.

Watch the The Jet Great Stigma Clearance here:

Awards list:

Award	Title	Category	Title
		Large Agency of the Year (4th Consecutive Year)	
Gold	Jet (Edcon)	The New Generation Online Strategy of the Year Award	
Gold	Jet (Edcon)	Most Viral Campaign by an Agency	The Great Stigma Clearance
Gold	Nestlé KitKat	Excellence in Content Marketing	Take a Break and Celebrate Your City
Gold	Nedbank	Best Integrated Marketing Campaign by an Agency	Secrets
Gold	Chicken Licken	Most Innovative Use of Social and Digital Media	Everyone's Talking About It
Silver	Expedia	Best Corporate Website	Dominican Republic Beyond the Beach
Silver	Chicken Licken	Best Integrated Marketing Campaign by an Agency	Everyone's Talking About It
Silver	Jet (Edcon)	Best Integrated Marketing Campaign by an Agency	The Great Stigma Clearance
Silver	Jet (Edcon)	Most Innovative Social and Digital Media by a Large Agency	The Great Stigma Clearance
Bronze	Chicken Licken	Excellence in Content Marketing	Everyone's Talking About It
Bronze	Revlon	Best Influencer Marketing Campaign by an Agency	Revlon Photoready Candid SA Launch

" 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](#)



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