

Joe Public celebrates the growth of its clients, people and country at the Loeries

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South Africa's largest independent communications group Joe Public including Shift Joe Public and Ignite Joe Public won six Gold, six Silver and six Bronze awards, as well as two Craft Certificates at this year's Loerie Awards ceremony. Clients awarded included Nedbank, Foodcorp and One School at a Time (OSAAT).



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"We are in the business of growing our clients' brands and research has proven that award winning advertising is 11 times more effective at increasing market share. It is for this reason that it is so satisfying to have received this year's Loeries recognition, because it ultimately celebrates the growth of our clients," says Chief Creative Officer, Pepe Marais.

The agency continued to celebrate growth, winning a special Young Creative Award - an award for exceptional creative achievement by creatives 27 years old or younger. Joe Public was delighted to see the award received by Art Director, Freda Raubenheimer, who has worked on internationally awarded pieces including, OSAAT Project English and Nike's Run Jozi.

In total the group claimed 21 birds over the weekend, with Shift Joe Public, winning four Gold, two Silver and a Craft Certificate for exceptional work on **Fonts of the Future** and Antalis' **Start Your Day with Paper**.

"It's also fantastic to see our commitment to creative excellence being rewarded across various categories, from design, by our outstanding brand design agency, Shift Joe Public, to the Effectivity Category for the groups CSI initiative OSAAT. This weekend's awards show success clearly signals that we are delivering on the growth of our clients, our people and our country. We are very proud of our team," added CEO Gareth Leck.

See more: [Joe Public YouTube](#) and <http://joepublic.co.za>

Loeries 2014: Joe Public wins

Prize	Category	Country	Brand	Title
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	The Post Office	Meet The Post Office
Silver	Media Innovation - Single Medium	South Africa	Cinemark	Cinema Comfort App
Bronze	Media Innovation - Single Medium	South Africa	Foodcorp	Streetpole for dogs
Bronze	Outdoor Media	South Africa	Nedbank	Water Billboard
Silver	Street-Pole	South Africa	Foodcorp	Streetpole for dogs
Gold	Tactical use of Newspaper	South Africa	One School at a Time	Project English Print
Bronze	Tactical use of Newspaper	South Africa	Nedbank Capital	The Future Newspaper
Campaign Silver	Magazine Advertising	South Africa	Foodcorp	When they wont let go
Campaign Bronze	Posters	South Africa	Origin Coffee Roasters	Wake-up Calls
Craft Gold	Print & Collateral Crafts - Writing	South Africa	Bryanston Parallel Medium School	Stories
Campaign Craft Certificate	Print & Collateral Crafts - Illustration	South Africa	Origin Coffee Roasters	Wake-up Calls
Silver	TV & Cinema Commercials - up to 90s	South Africa	Cinemark	Cinema Comfort App
Bronze	Effective Creativity	South Africa	One School at a Time	Project English

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