

# 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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