

Joe Public celebrates a year of growing creativity at the 2015 Loerie Awards

Issued by [Joe Public](#)

26 Aug 2015

This year's Loerie Awards show saw Joe Public being recognised with 15 Loeries in total, including 1 Gold, 8 Silver and 6 Bronze awards. The agency again showed its breadth, being awarded across multiple categories, including Direct Mail, Live Activations, Print, Radio and Television and Integrated Campaigns.



Adam and Roanna at Loeries

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Big wins were for the agency's integrated Dialdirect campaign as well as its beautifully crafted Nedbank Reins commercial, part of the Nedbank Business Banking campaign. But, as Joe Public celebrates all levels of growth it is equally proud of work on smaller clients like Lover's Plus and One School at a Time, winning an award in the Effective Creativity category for One School at a Time, as a result of the measured impact the agency is making within their two partner schools in Diepsloot and Soweto.

"This year marks a shift towards doing bigger and more integrated campaigns at Joe Public, as we finally have the clients and scale to bring our big ideas to life," said Chief Creative Officer, Pepe Marais. "We are only now starting to entrench our true purpose of growing our clients as an agency. We are proud of the journey our people have walked and are honoured to have the client partnerships we do across our group. Clients that want the best creative product, clients who believe that creativity exponentially grows market returns."

Ignite Joe Public, the Group's cross-platform agency, also brought home their first Bronze bird in the Service Design category for Joko.

"This year we celebrated beautiful creative work in some of the industry's toughest categories, together with our clients Nedbank, Dialdirect and Mercedes Benz who joined us for the weekend in Durban. We remain dedicated to our creative commitment towards growth and ultimately greatness in everything we do. We are very grateful to have the clients and brands that we do, but in truth, none of this would be possible without the commitment of our incredible people," added CEO Gareth Leck.

Table and list below:

Prize	Category	Country	Brand	Product	Entry Agency	Title
Craft Gold	Print Crafts - Illustration	South Africa	PSI	Lovers + Condoms	Joe Public	Fine Line
Silver	Live Events - Sponsorship	South Africa	Nedbank	Corporate	Joe Public	Polo Tag
Silver	Newspaper	South Africa	People Opposing Women Abuse	People Opposing Women Abuse	Joe Public	Alleyway
	Advertising					
Silver	TV & Cinema Commercials - above 90s	South Africa	Dialdirect	Dialdirect Insurance	Joe Public United	The Notebook
Campaign Craft Certificate	Print Crafts - Photography	South Africa	People Opposing Women Abuse	People Opposing Women Abuse	Joe Public	Safe At Home - Alleyway, Railway, Bridge
Craft Certificate	Radio Crafts - Direction	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	ALife- time in a Minute: Dad
Craft Certificate	TV Crafts - Best Use of Licensed Music	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	The Notebook
Craft Certificate	TV Crafts - Direction	South Africa	Nedbank	Business Banking	Joe Public	Reins

Craft Certificate	TV Crafts - Cinematography	South Africa	Nedbank	Business Banking	Joe Public	Reins
Bronze	Direct Mail	South Africa	One School at a Time	One School	Joe Public	The reversible
				at a Time		prison jacket
Bronze	Radio Station Commercials	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	ALife- time in a Minute: Dad
Bronze	TV & Cinema Commercials - above 90s	South Africa	Nedbank	Business Banking	Joe Public	Reins
Bronze	Effective Creativity	South Africa	One School at a Time	Project English	Joe Public	Project English
Bronze	Service Design	South Africa	Unilever	Joko	Joe Public Ignite	Vaya Via Joko
Bronze	Integrated Campaign	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	Time is Precious

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- " **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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