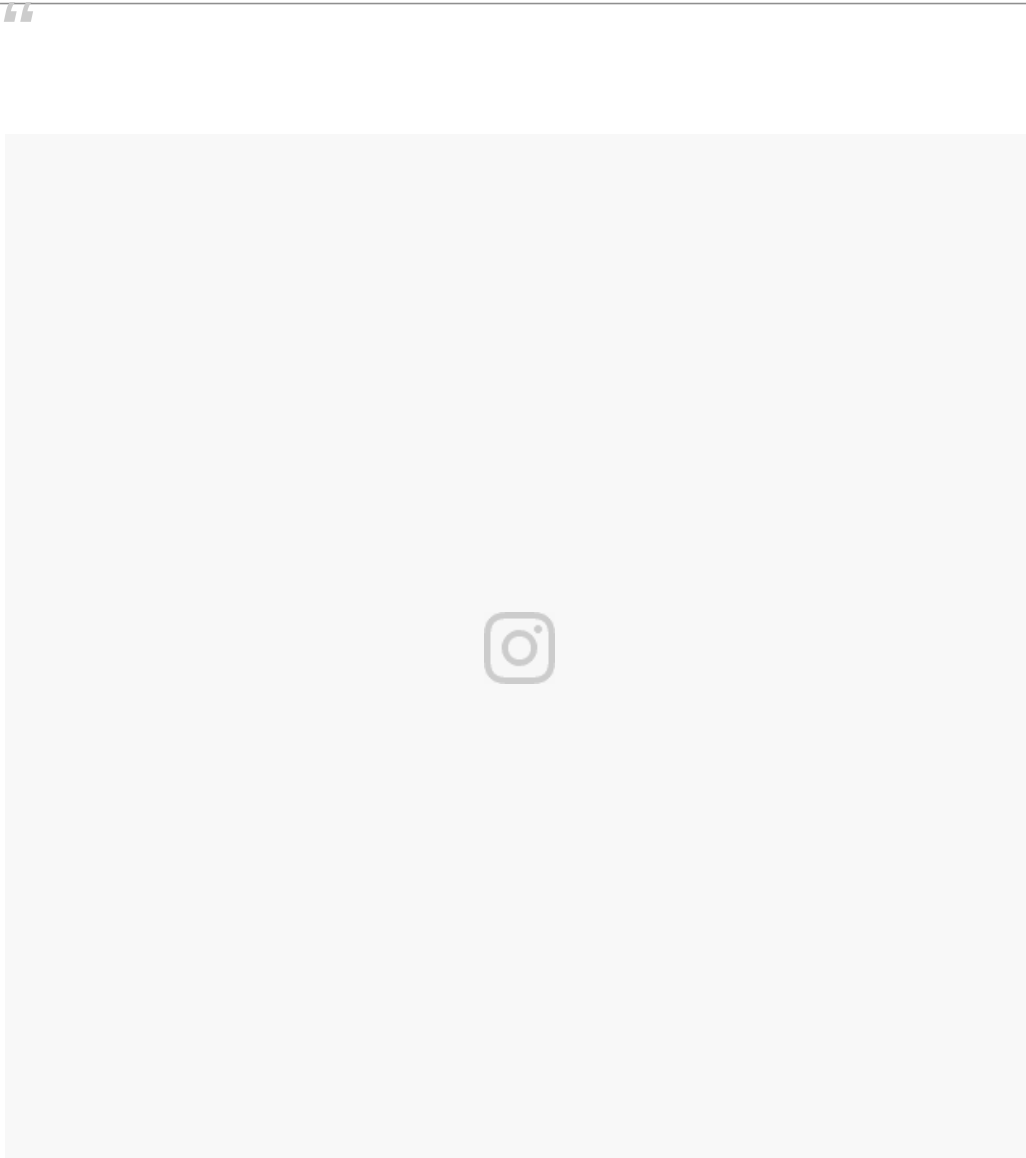


# #LoeriesRanking with... Joe Public

 By Leigh Andrews

1 Dec 2017

Just when you thought the Loeries buzz was over, the Loeries' rankings are in! I chatted to some of this year's top-ranked creatives post-celebrations. We continue the local insights with Joe Public.



“ We recently celebrated our 19th birthday with a 90s-theme party which represented the era in which, Joe Public was founded. The birthday celebration was supported by a live broadcast of 'The Best Drive' show on YFM from our Bryanston offices. A big thank you has to go out to @yfm for the opportunity to partner with us once again. 19 years young and only getting better. Here's to more years to come. *A post shared by Joe Public United (@joepublicunited) on Apr 5, 2017 at 2:34am PDT*

” On turning 19 earlier this year, they also came out as the 'most awarded' and tops for good use of research, with excellent momentum in the digital space as well as integrated services in Scopen's 2017 Agency Scope survey, while ranking amongst the top five in overall market perception, client satisfaction and competitors' opinion. Group chief creative officer Pepe Marais was also ranked as the most admired industry creative by marketers and other agency professionals.



27 Nov 2017



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## All-round brand communication excellence

Proving that all-round excellence, Joe Public topped the [Apex awards](#) table for advertising effectiveness for the second-year running, with three awards. They were also ranked as second-best agency overall at this year's Pendorings, which celebrate advertising in the vernacular.



#Pendorring2017: Praat met... Joe Public United

Leigh Andrews 22 Nov 2017



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Their digital agency Connect Joe Public, took home numerous awards at the [New Gen Awards 2017](#) as well as the titles of Digital Agency of the Year 2017, Digital Brand of the Year and Overall Digital & Social Award for client Chicken Licken, with digital marketing wins at the [Assegai Awards](#); with their PR and communications offering Engage Joe Public, won two awards at the 2017 African Excellence Awards.

## Making their Loeries-loving (Joe) Public

Joe Public's work also did well at the Loeries this year. They racked up wins for included 'TV & Cinema Commercials - above 90s' bronze for [Nedbank Tale of a Note](#), 'TV and cinema commercials - up to 90s' bronze and a 'TV crafts - production design' craft certificate for Chicken Licken Hotwings' 'Afronaut' and 'TV and cinema commercials - above 90s' bronze for Panado's 'The Last Appointment':

They brought home 'SA non-English radio station commercials' campaign silver for Jet Back to School's 'Hand-me-downs - Is'khaftini, Is'cathulo, Isokisi'; as well as 'direct mail' silver for One School at a Time's Never Unsanitary Pads; 'indoor posters' campaign bronze for Loveglove Medical's Loveglove Condoms' 'Horror dicks – Monster, Killer, Sick'; and 'effective creativity' campaign bronze for Clover Fresh Milk's Drought Pack.

## Communication design that shifts perception

Shift Joe Public was also awarded 'brand identity and collateral design - direct and promotional mail' bronze and a 'design crafts – writing' craft certificate for the Zazi '[Know Your Strength](#) babushka doll campaign', with another 'design crafts – writing' craft certificate for their Manifesto 'Here We Grow Great' work.



#Loeries2017: ALL THE WINNERS!

20 Aug 2017



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As a result of all the Loeries added to their flock this year, Joe Public United was ranked 16th in the overall ranking by agency 2017 table, 11th SA agency and ninth by regional agency group 2017, which includes group networks across Africa and the Middle East. They also feature in tenth spot for large agencies with 100 or more employees, with Roanna Williams in 20th post on the ECD ranking.

Shift Joe Public also checks in at fifth spot in the communication design ranking, and tenth spot in the small agency table for 1 to 40 employees.

I spoke to Williams, marking 4.5 years at the agency; as well as fellow ECD Simone Rossum, at the agency since 2006; and Christo Kruger, creative director at Shift Joe Public on and off for six years, to find out how Joe Public plans to extend their winning streak next year and which agencies they admire most in the industry...



Joe Publicans: EOD Roanna Williams, EOD Simone Rossum and Shift Joe Public creative director Christo Kruger.

■ **Let us in on the secret: What do you attribute this year's successes to?**

**Williams:** "We don't grow when things are easy. We grow when we face challenges." And I guess that is how I define our year. Doing great work is really hard and in a tough economy it's even tougher. However, we've managed to turn small opportunities into larger successes.



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**Rossum:** Passion, dedication and resilience.

**Kruger:** A strong original concept coming to life in a great execution, with very high production quality.

■ **What plans are already underway to better your ranking next year?**

**Williams:** We will be focusing on doing less, better. Great, locally relevant ideas that touches people, create talkability, and make a difference to the world.

**Rossum:** We have identified creative opportunities to pursue from an integrated and holistic Joe Public United angle.

**Kruger:** Working together to conceptualise big ideas that will make a meaningful measurable difference in society.

■ **How does this year's Loeries flock differ from your haul last year?**

**Williams:** Our flock was similar in terms of the amount however, the discerning difference for us this year is that three of our TVC pieces were awarded – Nedbank, Chicken Licken and Panado.



**#Loeries2016: Loeries' rankings with Joe Public United**

Leigh Andrews 4 Nov 2016



We set ourselves a goal to improve our television work, so to receive these three accolades is an indication for us that we are heading in the right direction. We also managed to win a silver Loerie in the radio category for our client Jet, a brand who has fully embraced the power of creativity towards driving sales. It was Jet's first Loerie.

**Rossum:** We pursued a more focused strategy, putting our attention on proliferating one piece across various categories.

**Kruger:** Originality, integration and impact.

■ ***Tell us two people you personally admire in the industry in 2017 – both an established mentor figure as well as a newcomer making waves.***

**Williams:** In the world we live in, we too often look outwards to find inspiration, when true creativity lies within all of us. It has been my journey over the past year to refine my own creative confidence towards bringing the value to our clients which I believe I am. One has to recognise the small things you bring to the table every day that over time amount in making a big impact. If I have to be honest, I admire myself for that and in doing this I hope to encourage others to do the same.

**Rossum:** Nathan Reddy, an incredible mentor, for his continued drive for creating brands that truly mean something.



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I unfortunately cannot think of a newcomer making waves in the brand design sphere at this year's Loeries unfortunately. The category seemed to be dominated by the big players this year.

**Kruger:** Sarita Immelman and Jan-Hendrik Labuschagne, for consistently delivering world class work in brand design and illustration. The Marble identity they collaborated on is superb.



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Seems there's lots to look forward to from 2018! [Click through](#) to our Loeries' special section for more, [here](#) for more on Joe Public, and be sure to follow them on [Twitter](#) and [Instagram](#).

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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