

# Joe Public United Agency of the Year for the third consecutive year at Ciclope Africa Festival

Issued by [Joe Public](#)

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Dedicated to moving images, the Ciclope Africa's annual award show took place on Thursday night, marking another celebratory milestone for [Joe Public United](#), as the agency group took the 'Advertising Agency of the Year' title for the third year running. This came as the crowning achievement at the end of a (virtual) ceremony that saw **Joe Public United** with industry partner Romance Films being awarded across two categories, together with their client, Chicken Licken®.



Every year, the Ciclope Africa festival showcases the continent's best in film craft across a broad spectrum of film formats, including commercials, short films and music videos. This year's show saw the Chicken Licken brand emerge as a regular jury favourite in the categories of 'Direction (over 90")' and 'Animation' for the 'They Also Crave It' campaign.

The show's award selections were made after two rounds of online judging, followed by a video conference sitting. The final winners were decided by the top producers and creatives who comprised this year's panel.

The integrated brand and communications agency is honoured to be recognised amongst some of the top film houses on the continent, viewing this as an affirmation of the success of a conscious drive to focus on excellence in film craft and emotive storytelling for their clients. Part of this drive is to demonstrate to clients the value that producing creative films at an award-winning international standard can contribute to the growth of their brands.

"It is such an incredible honour to be judged as the top agency for the third year in a row. The diversity of the awards we received marks our commitment to delivering excellence across every aspect of the growth of our people, clients, and country. At the same time, we are fortunate to have forged incredible alliances with clients who share our uncompromising belief in great creative work as a driver for proven results," says Xolisa Dyeshana, Chief Creative Officer, Joe Public Johannesburg.

## Awards Table:

CATEGORY	TITLE	PRODUCTION COMPANY	ADVERTISING AGENCY	CLIENT	DIRECTOR
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ANIMATION	Chicken Licken – They Also Crave It	Romance Films	Joe Public United	Chicken Licken	Terence Neale
DIRECTION – OVER 90 SECONDS	Chicken Licken – They Also Crave It	Romance Films	Joe Public United	Chicken Licken	Terence Neale

- **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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