

# Paving the way for the growth of our clients

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Joe Public United is proud to announce their recent partnerships with two new agencies in Africa. The partnerships are part of a long-term strategy to establish a united network that will offer local and international brands a platform to experience uncharted growth and access across the continent.

Joe Public Zambia, based in Lusaka, officially opened its doors in February this year and has its eyes set on a range of big blue-chip accounts, while still servicing brands from all corners of the country.

Headed up by Chief Executive Officer, Lamu Maundu, Chief Operating Officer, Panji Kakube and Executive Creative Director, Matt Githui, the Zambian agency offers creative solutions across digital and traditional advertising mediums, with added value capability and experience ranging from event management and PR to media buying.



“We are proud to be part of a union of agencies that collectively share the same purpose. It’s a simple combination of creative excellence and strategic insights that go beyond, bringing fresh and inspiring thinking to the table to move our clients and their brands forward,” said Chief Operating Officer, Joe Public Zambia, Panji Kakube.

Neighbours, Zimbabwe, also officially joined the Joe Public United family on 1 March 2016 as Joe Public Zimbabwe, offering digital, traditional through-the-line as well as pure brand design. Based in Harare, the agency offers the creative services of a team with both local and international experience, having worked on a wide range of brands throughout the region. Jarrod Pretorius, Executive Creative Director, together with Tanaka Chironga and Lesley Gibbons, have been instrumental in establishing the agency.



“Having only opened in March we already have a staff of eight, allowing us to adapt, evolve and grow our clients brands. This, along with the leadership and backup from our partners at Joe Public United South Africa, means we can work on smaller budgets without creative compromise, whilst still offering big brand solutions that can compete on the world’s stage,” said Pretorius. “We aim to redefine creative advertising by producing world-class, effective creative work with locally applicable solutions.”

Joe Public United Africa now consists of partnerships in 11 countries across Africa. “We are excited by the potential that exists in Africa. Why shouldn’t we be the world’s most inspiring continent? We have the market, we have the talent, we have the brands. Bringing everything together with a single-minded purpose is what these partnerships are all about. It’s more than just a footprint, but about really connecting with agencies who share our purpose, our values and our passion for growing our clients, our people and our continent,” concluded Gareth Leck, Chief Executive Officer, Joe Public United.

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**Joe Public**

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