

Joe Public tops the tables as Loeries Agency of the Year

Issued by [Joe Public](#)

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This past weekend, at the annual 2018 Loeries Awards show, Joe Public United was awarded the prestigious Agency of the Year award, with a grand total of 30 Loeries, including eight Gold, six Silver, seven Bronze and nine Craft Certificate awards.



Bringing home a total of eight Gold Loeries is a fantastic validation of the agency's ability to deliver creative excellence. These accolades, along with the coveted Agency of the Year award, are the result of Joe Public United's constant drive to do better than their best, and then better still, year after year. And as 2018 marks the group's 20th birthday, winning this title for the first time makes it an especially historic moment.

Add to this the irrefutable evidence that award-winning creativity is a lot more effective in growing brands and businesses, and receiving these accolades becomes even more satisfying. As Joe Public United exists to grow its people, clients and country, these awards prove that we are indeed living our purpose.

If there's any remaining doubt about just how seriously the agency takes its Growthⁿ philosophy – the arrival of its 'One Stride at a Time' team on the DStv Seminar of Creativity stage, after completing a 700km journey to Loeries on foot to raise funds for Joe Public's One School at a Time initiative, is all the proof anyone could ask for.

To achieve this, 42 runners set off from Joe Public's doors on Tuesday, 14 August, and handed over their collective kilometres to the core long-distance team of 11, who then ran the remaining distance to the ICC in Durban on Friday, 17 August, to be greeted by some of the country's top creatives, marketers and international speakers.

For Joe Public United, this year's Loeries therefore represented a landmark triumph over every kind of blood, sweat and tears along its constant and uncompromising Growth journey: arriving on foot to shine a light on the One School at a Time cause, and leaving with a fleet of Gold Loeries, plus the coveted Agency of the Year title.

It is undeniable that awards are more than just mere creative accolades. They are evidence of the calibre of creative business solutions that Joe Public United offers its clients. Our success at this year's Loeries Awards is dedicated to the clients we have partnered with, who are willing to pursue creative excellence and who recognise it as the key to the growth of their brands. And not least, it's a tribute to our people's relentless pursuit of excellence in the growth of their craft.

Awards table below:

Award	Category	Brand	Agency	Campaign
Gold	Direct Mail	GreatStock	Joe Public	The Anthology of Great (Stock) Poetry
Silver	Outdoor Media	POWA	Joe Public United	News you need to see
Bronze	Outdoor Media	Keepit100	Joe Public Ignite	Burning Billboard
Gold	Tactical Use of Newspaper	POWA	Joe Public United	News you need to see
Campaign Silver	Indoor Posters	Chicken Licken	Joe Public United	ALittle Hungry – Temple, Mne, Bank
Campaign Craft Gold	Print Craft – Illustration	Chicken Licken	Joe Public United	ALittle Hungry – Temple, Mne, Bank
Craft Gold	Print Craft – Writing	GreatStock	Joe Public	The Anthology of Great (Stock) Poetry
Campaign Craft Certificate	Print Crafts – Art Direction	One School at a Time	Joe Public United	Education is a Weapon - Crime, Poverty, Ignorance
Campaign Bronze	PR & Media Communication Campaign	Apartheid Museum	Joe Public United	Bill of Rights
Silver	Ambient	Apartheid Museum	Joe Public United	Bill of Rights
Bronze	Media Innovation – Single Medium	Apartheid Museum	Joe Public United	Bill of Rights
Campaign Silver	Radio Station Commercials	Chicken Licken	Joe Public United	Far Fetched - Spike Lee, Catch it, Kiss
Campaign Bronze	Internet & Media Audio Commercials	Voicebank	Joe Public	Searching for Talent - Moshidi, Louise, Murray, Anelle
Bronze	SANon-English Radio Station Commercials	Jet	Joe Public United	Jet's plus-size range
Bronze	SANon-English Radio Station Commercials	Chicken Licken	Joe Public United	Danger
Campaign Craft Certificate	Radio Crafts - Writing	Chicken Licken	Joe Public United	Far Fetched - Spike Lee, Kiss, Catch it
Silver	TV & Cinema Commercials – above 90s	Chicken Licken	Joe Public United	Sbu 2.0
Campaign Bronze	TV Trailers & Content Promos	Cell C	Joe Public United	Twisted Trailers - Cloverfield, World War Z, A Beautiful Mind
Craft Certificate	Film Crafts - Best Use of Licensed Music	Chicken Licken	Joe Public	Sbu 2.0
Campaign Silver	Effective Creativity	Chicken Licken	Joe Public United	Afronaut
Craft Gold	Film Crafts - Direction	Chicken Licken	Joe Public & Romance Films	Sbu 2.0
Craft Gold	Film Crafts – Production Design	Chicken Licken	Joe Public & Romance Films	Sbu 2.0
Craft Gold	Film Crafts – Animation	Chicken Licken	Joe Public, Bladeworks & Chocolate Tribe	Sbu 2.0
Craft Gold	Film Crafts - Performance	Chicken Licken	Joe Public & Romance Films	Sbu 2.0
Craft Certificate	Film Crafts - Original Music & Sound Design	Chicken Licken	Joe Public & Produce Sound	Sbu 2.0
Film Crafts - Cinematography	Film Crafts - Cinematography	Chicken Licken	Joe Public & They Shoot Films	Islandic Boy
Craft Certificate	Film Crafts - Animation	Chicken Licken	Joe Public & Chocolate Tribe	Jony Ive Spoofed
Craft Certificate	Film Crafts - Performance	Chicken Licken	Joe Public & They Shoot Films	Islandic Boy
Craft Certificate	Film Crafts - Direction	Chicken Licken	Joe Public & They Shoot Films	Islandic Boy
Craft Certificate	Film Crafts - Cinematography	Nedbank	Joe Public & 0307 Films	Birds Eye View
Agency of the Year			Joe Public United	

See more: [Joe Public YouTube](#) & [Website](#)

For more:

- Official site: www.loeries.com, [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

▪ **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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