

Joe Public United Agency of the Year for the 4th consecutive year at Ciclope Africa

Issued by [Joe Public](#)

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Joe Public United (JPU) marked yet another celebratory milestone in the wake of the Ciclope Africa - African Film Craft Awards on Thursday, 7 April. The JPU group bagged the 'Agency of the Year' title for the fourth year in a row.



Now in its fifth year, Ciclope Africa is dedicated to recognising and awarding the continent's best film craft across a broad spectrum of film formats. It has also become a platform for directors, creatives, artists, producers, digital creatives and clients to share knowledge, be inspired and celebrate the best work.

JPU is extremely honoured to be recognised as the top agency in the continent for the fourth consecutive year. This serves as an acknowledgement of their continuous drive to focus on excellence in film craft and emotive storytelling for their clients. And while the agency group celebrates this achievement on the local front, it continues to benchmark their creative product against the best in the world – aiming to consistently produce excellent, locally relevant communication for clients that is lauded on a world stage.

The show's award selections were made after rounds of online judging, followed by a video conference. The final winners were decided by a panel of award-winning producers, creatives, directors and industry leaders.

"Being recognised as Agency of the Year for the fourth year in a row is a testament to the incredible partnerships we have made. Partnerships with our clients and the amazing directors, suppliers, and production houses we've collaborated with and, of course, our people's hard work and dedication to achieve our purpose of growth. Time and again, we see that by putting our purpose first, our campaigns contribute to improving the lives of South African consumers. This is at the core of who we are as an agency and what drives us in developing powerful films that move us, our clients, and the country forward," says Xolisa Dyeshana, integrated chief creative officer, Joe Public Johannesburg.

CATEGORY	AWARD	TITLE	PRODUCTION COMPANY	ADVERTISING AGENCY	CLIENT	DIRECTOR
DIRECTION - OVER 90 SECONDS	Gold	Chicken Licken – Feel The Fire	Romance Films	Joe Public United	Chicken Licken	Greg Gray
CINEMATOGRAPHY	Gold	Nedbank - The Price of Consumerism	Romance Films	Joe Public United	Nedbank	Greg Gray
CASTING	Gold	Chicken Licken – Loan Shark	Romance Films	Joe Public United	Chicken Licken	Greg Gray

- " **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



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