

# Joe Public's work cuts through at Assegai Awards

Issued by [Joe Public](#)

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Joe Public won seven awards at the 2010 Assegai Awards, an event that promotes the best there is in direct marketing talent. The awards included two Golds, three Silvers, a Bronze and a Special Mention.

A direct mailer for Rock4AIDS, the agency's CSI initiative, was the winner of the two Golds. "These awards help us to shine some light on Rock4AIDS - a cause genuinely close to our hearts," says Maciek Michalski, Creative Director and Partner at Joe Public. "The direct mailer, which invites international rock stars to play at the annual Rock4AIDS event, has done well at the Pendorings and Loerie Awards this year and with a bit of luck we might see a big name being enticed by it."

A truly insight based direct mailer, for their client Brothers For Life, won two Silver awards. "While working on the Brothers For Life strategy, we discovered a piece of qualitative research done in Orange Farm on people's perceptions about HIV/AIDS. There are women, living there, who are so poverty struck that they would consider having sex with a man for a bag of maize or a loaf of bread. This is obviously far from ideal in a country with such a worryingly high HIV/AIDS infection rate," comments Creative Director, Xolisa Dyeshana.

This insight was the driving force behind the *Bread* and *Maize* direct mailers which were sent to DJ's, motivating them to open the debate.

The remaining Silver was awarded for an eBucks direct mailer campaign, named *Bee Lifeguard* and *Dust Photographer*, which significantly increased spending of eBucks amongst high value members.

The Bronze and Special Mention were awarded for the eBucks festive campaign 2009 and Magic FC website respectively.

Concludes Dyeshana, "Joe Public is a people's agency. We strive to understand them through unearthing insights. We aim to touch them through every piece of work we create, from fully integrated campaigns to tactical print executions, from personally addressed snail mail to high-end websites."



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