

Speaking more than just English

Issued by [Joe Public](#)

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Joe Public entered the Pendorings Awards leading the pack with 14 finalists and ended it by flying the Afrikaans language flag high. The agency finished off the evening with one Gold in the Newspaper category, executed by Ignite Joe Public - the group's below-the-line agency - and another five Silver Awards across multiple categories, demonstrating Joe Public's diverse approach.

"A great idea should translate across any vernacular," says Chief Creative Officer, Pepe Marais, "But it is always rewarding to create and be awarded for something that speaks to a particular target market for our clients by tapping into truly South African insights."

In addition to the Pendorings results, the agency has enjoyed a magnificent year of growth, which includes being ranked number one at the 2013 Apex Awards and winning the 2013 AdReview Agency of the Year. The group also recently opened their sister agency in Cape Town (Joe Publicn) as well as starting their new Public Relations division in Johannesburg.

Pendorings 2013: Joe Public Pendorings wins

AWARD	TITLE	CLIENT	CATEGORY
GOLD	Stories, Spelling, Rose (Campaign)	Bryanston School	NEWSPAPERS
SILVER	Ontbyt, Koffie (Campaign)	Clover	MAGAZINES
SILVER	Satanis, Voëls, Dik Vingers, Flerries (Campaign)	Ofm	POSTERS
SILVER	Mnr. Neus (for Animation)	Clover	CRAFT
SILVER	Project English (Campaign)	One School at a Time	TRULY SOUTH AFRICAN - RADIO
SILVER	Yawn Machine	Douwe Egberts	TRULY SOUTH AFRICAN - GENERAL

" **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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