

# Igniting growth for Cornerstone Women

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Cornerstone Woman NPC, a non-profit company established to help and support abused women, recently appointed Ignite Joe Public as their new brand communications partner. Samantha le Roux, the founder and CEO of Cornerstone Woman NPC, selected Joe Public United's cross-platform agency, Ignite Joe Public, to take the organisation forward and realise their growth goals. Ignite Joe Public is a creative, flexible and strong strategic partner for Cornerstone Woman NPC.



Cornerstone Woman NPC was established in 2016 by women who are passionate about helping others overcome the effects of abuse and establish a route to recovery for families affected by long-term abuse and suffering. Their vision is to provide a support system through reputable and sustainable programmes, empowering women to change their stories and break the cycle of abuse.

“Creating awareness and improving our share of voice in the marketplace is one step towards encouraging women to have the strength to come forward and heal,” says Le Roux. “If the mothers of the world are in trouble, the world is in trouble, which is why we have partnered with a strong strategic partner like Ignite Joe Public, to make a real difference.”

The organisation is aiming to ramp up their marketing and communication efforts over the next six months and Ignite Joe Public will develop a cross-platform marketing communication mix inclusive of strategy, digital, social media, public relations, and below-the-line advertising.

“As a communications group, we are passionate about working on brands that aid the upliftment of women. As an agency group with women leaders, we look forward to this exciting new partnership and developing some robust and effective ideas,” adds Ursula McDonald, the managing partner of Ignite Joe Public.

*Founded in 1998 and growing into Joe Public United in 2007, makes this advertising communication group one of the country's largest 100% independently owned entities. Its core purpose is to deliver on growth – growth of its clients, its people and country as well as aiming to be an agency that inspires greatness. Joe Public United was rated as the 2014 Agency Group of the Year and also as the Agencies' Agency of the Year for two consecutive years running. The group is an integrated offering serviced through its specialist companies: Joe Public (Above-the-line), Connect Joe Public (Digital), Engage Joe Public (Public Relations), Ignite Joe Public (Cross-platform) and Shift Joe Public (Brand Design). The group also has African and European partners/affiliates in 14 different countries.*

For more information, visit [www.joepublic.co.za](http://www.joepublic.co.za) and follow on [@JoePublicUnited](#), [Facebook](#) and [Instagram](#).

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