

Joe Public named FM AdFocus Large Agency of the Year 2020

Issued by [Joe Public](#)

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Joe Public United have closed out the 2020 'awards season' by once again proudly taking home another Agency of the Year accolade, this time at the 31st annual *Financial Mail* AdFocus Awards.



Turni Rabanye, 2020 AdFocus Jury Chairperson; Gareth Leck, Group CEO Joe Public United; Khuthala Gala Holten, Co-MD Joe Public Johannesburg; Mpume Ngobese, Co-MD Joe Public Johannesburg; Pepe Marais, Group Chief Creative Officer Joe Public United; Jeremy Maggs, AdFocus Editor. Picture courtesy of AdFocus.

With Joe Public Johannesburg named Large Agency of the Year, having motivated our case to the jurors, we are proud to be rewarded with this honour – beating out some tough competition for it.

“We are immensely proud of the recognition received at the AdFocus Awards because it’s an industry award that reaffirms the agency’s performance in the judged period,” said Gareth Leck, group CEO at Joe Public United.

Our claims for the period under review – July 2019 to June 2020 – were compelling and aligned entirely with the criteria set out by the FM AdFocus Awards: namely New Business and Growth; Business Retention and Relationships; Training and Industry Recognition; and Empowerment/Social Responsibility.

Leck continues: “The excellence we deliver – day in and day out – for our clients has seen them derive immense value from having Joe Public representing them. At the same time, this has enabled us to grow our agency by attracting not only new clients but talent as well. This allows us to extend our CSI footprint and invest more in skills development to name but a few of our growth points.”

Joe Public’s victory comes only days after scooping both Agency of the Year and Regional Agency Group of the Year at this year’s Loerie Awards show.

Founded in 1998 and growing into Joe Public United in 2007, this agency is one of the industry's leading brand and communication group. A 100% proudly independent group and with a 60% Black shareholding structure makes Joe Public the largest majority Black-owned advertising agency in the country. A purpose-driven group that exists to be the fertile soil that grows their people, clients and country. The group's service offering is through its specialist companies: Joe Public (above-the-line), Joe Public Connect (digital), Joe Public Engage (public relations), Joe Public Ignite (beyond-the-line) and Joe Public Shift (brand design). The group also has African and European partners/affiliates in eight different countries.

For more information, visit www.joepublicunited.co.za and follow on [@JoePublicUnited](https://www.facebook.com/JoePublicUnited), Facebook and Instagram.

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- " **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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