

Joe Public adds digital

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Joe Public has launched a digital division in response to market needs, enabling the full-service creative agency to integrate all through-the-line communication elements.



Yoav Tchelet, Digital Director

Heading the division is Digital Director Yoav Tchelet, who has extensive experience in the world of digital communication, Internet advertising, e-mail marketing, web analytics and Internet marketing consulting.

"Digital is becoming a regular feature in communication strategies," says Yoav, "and it makes sense for Joe Public to house its own internal digital department to ensure all advertising avenues maintain a synergistic look, feel and meet the same objectives. I believe there are massive untapped opportunities for brands within the digital space and I look forward to adding digital to Joe's creative arsenal."

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Joe Public

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