

# Joe Public United tops the tables at this year's Apex Awards for the second consecutive year

Issued by [Joe Public](#)

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Great advertising is key in assisting brands to grow their business and the Apex Awards is all about providing proof of this fact. Because of the alignment of the Apex Awards and Joe Public United's growth purpose, the group is extremely proud to have topped this year's Apex Awards table, and even prouder to have achieved this for the second successive year.

The group proudly received two silvers and a bronze, all within the Change category, across three hardworking integrated campaigns. The successful collaboration of Joe Public (ATL), Engage Joe Public (Public Relations), Shift Joe Public (Brand Design) and Connect Joe Public (Digital) saw the teams respectively ideating and implementing across the various pieces of work. The group also held finalists for Tropika and One School at a Time - both in the Sustain category.

Achieving a bronze award, McCain's ***Little Things***, aimed to increase sales and brand awareness within the Frozen Vegetable category, used the overarching insight that moms are entirely selfless and have no expectation of receiving recognition, but when appreciation is shown their joy is priceless. The resulting communication and media buying efforts effectively moved McCain out of their flat line – with a 3% share gain across the total market, equating to a 100-tonne uplift in sales for the period.

A silver Apex Award for Clover's ***#CloverDroughtRelief*** campaign was achieved due to the significant results in raising awareness for the client's drought relief fund. The creative concept replaced the iconic rolling green hills with cows grazing on Clover's milk packaging with dry, dusty lands in shades of brown. Resulting in the prevention of a brand switch, maintained share volume and surprisingly it also got shoppers to buy even more Clover Fresh Milk with a 0.6% increase in sales volume during the period.

Finally, the second silver was awarded for Jet's ***Valentine's Day #LoveYourself*** campaign. The campaign utilised a small budget, but most importantly, a less conventional, riskier and more creative approach to a heavily cluttered promotional period on the retail marketing calendar. Jet used everyday women of all shapes and sizes and, instead of making price the hero for the period, they made the social conversation the hero. Resulting in year-on-year growth for 2015/16, with a lift of 13.8% in gross profit relative to the chain and the intimate wear department, exceeding the chain's sales year-on-year growth by a margin of 12.3%.

"Achieving any recognition at the Apex Awards is a fantastic feat and to walk away with three statues is outstanding. All of which is a by-product of an extremely hard working and dedicated team across the agency, from strategy to production. To get confirmation that our daily efforts and focus to grow our clients' business with great creativity is extremely satisfying for the entire team," concludes Laurent Marty, Group Strategic Officer, Joe Public United.

See the work:

# CLOVER MILK DROUGHT PACKAGING

## CHALLENGE

As South Africa's largest milk supplier, Clover needed to help the country's dairy farmers during the recent devastating drought, so they included a drought relief premium in their price, which was passed onto dairy farmers to assist them. How do you position Clover as a caring brand? How do you get consumers to support our cause, without sales being affected by a price increase?

## IDEA

For the last 6 years, Clover packaging has been recognisable for its distinctive green pastures and cows grazing. We removed the cows and replaced rolling green hills, with dry, dusty land and shades of brown. In a very direct way, on a low media space, and the most visible and valuable that Clover owns, we told the story of the drought and its impact on dairy farms. The drought packs were used to communicate that if we pay more for milk, we can pay the struggling farmers more at this dire time.

## RESULTS

Despite a huge increase in the price of Clover Fresh Milk over the 2-month period the sales grew by more than 8%.

Our communication not only prevented a brand switch, but surprisingly got shoppers to choose to buy even more Clover Fresh Milk.



Original Clover Milk packaging



Limited edition Clover Milk packaging



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#### Joe Public

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