

Joe Public United ranked the 36th most creative agency in the world

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Warc is the ultimate, independent measure that for over 30 years has offered marketers and agencies the opportunity to benchmark their work against the world's best. It combines the winners' lists from the industry's most important global and regional awards shows to establish an annual worldwide ranking celebrating excellence in creativity.



In the 2022 Warc Creative 100 rankings, Joe Public United was ranked the 36th most creative agency globally and was the only agency to make the top 50 from the African continent.

Pepe Marais, JPU Group chief creative officer, says, "It goes without saying that this recognition would not be possible without our incredible people, clients and partners who are all equally committed to helping us grow the smallest thoughts into towering trees. This recognition inspires us to give even more and climb even higher."

JPU Group CEO Gareth Leck added, "As an agency, we firmly believe that delivering great creativity for our clients is the single most powerful way to serve their growth and the growth of our people. To be recognised as the 36th most creative agency in the world is an incredible honour and marks an important milestone in our growth journey to be ranked as one of the best creative agencies in the world. What's most pleasing about this result is that it provides clear evidence that we are delivering on our mandate and signals that we are on course to realise our vision."

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Joe Public

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