

# Growing brand belief to new heights

Issued by [Joe Public](#)

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Engage Joe Public, a member of the brand and communications group Joe Public United, is fast becoming the go-to public relations agency for clients with interesting challenges and hardcore delivery needs.

“Punching above its weight” was a common refrain when reflecting on this year’s PR award season. The agency walked away with nine awards within a three-week spate, scooping four Gold, one Silver, three Bronze and a Special Mention including the coveted Small Agency of the Year award across local, intercontinental and international award shows (see list below for more details).

“Taking home four Golds especially for Campaign of the Year in partnership with our client SABRIC for #Skelm and Small Agency of the Year is testament to our purpose of growing clients through brand belief. Authentic brand conversations are absolutely critical to the industry’s integrity as well as for the brands entrusted to us,” says Managing Partner Keri-Ann Stanton, Engage Joe Public.

Keri-Ann was also selected to participate as a juror on the PRISM, SABRE EMEA and Africa Excellence judging panels. Some of her major take-outs from the global and local awards include:



- Big ideas, creativity and innovation come out tops and get award winning attention.
- Follow that up with empirical evidence pointing to behaviour change or tangible business results and you get your chance on the podium.
- Spend time writing, crafting and developing collateral to really make your award entries sing. We work so hard – showcase the work properly!

“Networking and interacting with industry peers, where you sit in intense judging sessions for hours debating the nitty-gritty of campaigns and the work that went in to achieve the results, is an eye-opening and personal growth experience that is priceless and will help us grow our clients brands even further,” concludes Keri-Ann.



**Watch it:**

<https://youtu.be/oWB4rnhZcdM> (Clover)

<https://youtu.be/xRTGeDHsheE> (SABRIC)

<https://youtu.be/HFvj1aYI5tY> (Jet)

**Awards Results 2017: Engage Joe Public**

Prize	Category	Brand	Show	Title
Gold	Campaign of the Year	SABRIC	Africa Excellence Awards	#Skelm
Gold	Environmental Category / Insta-series	Clover Dairy	Prism awards	#CloverDroughtRelief
Gold	Event & Experiential Marketing	Clover FutureLife Smart Drink	Africa Excellence Awards	#UFOSA
Gold	Innovative Marketing / Communications Team	De Beers Botswana	SABRE EMEA	De Beers Bots50 campaign
Silver	Small Agency of the Year	Engage Joe Public	PRISM Awards	Winner
Bronze	Financial Services	SABRIC	PRISM Awards	#Skelm
Bronze	Social Media as a primary method of communication	Jet	PRISM Awards	#JetLoveYourself
Bronze	Public Sector	SABRIC	PRISM Awards	#Skelm
Special Mention	NGO	SABRIC		#Skelm

▪ **SheBeen campaign reimagines women's safety in taverns** 21 May 2024

▪ **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**

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