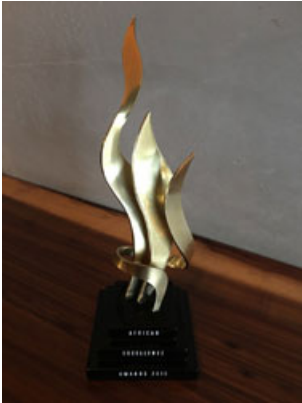


Delivering on African Excellence 2017

Issued by [Joe Public](#)

25 Apr 2017

The Corporate Communications and Public Relations sector has seen rapid development over recent years, and the new world of Communications has amplified the need for industry leaders to have global expertise with local relevance. This holds true for the 'African Era of Communications' where customised communication approaches need to be rooted in dynamic cultures and demographics for different African countries.



Against this backdrop, Africa as we know it, is no longer playing catch-up with developed nations. The rise of Communications in Africa is showcasing the continent in a new light, proving that Africa has what it takes to produce innovative communications solutions in a world that is dominated by Western practices.

A South African PR agency that is pushing creative boundaries is Engage Joe Public.

Engage Joe Public, the PR and Communications offering of Joe Public United, entered the 2017 African Excellence Awards and succeeded in winning two awards this past week. With only three years in the game, they competed against some of the biggest industry heavyweights in Africa, scooping a Gold for the Campaign of the Year category for **Sabric's**

#SKELM as well as another Gold in the Event & Experiential Marketing category for **Clover's FutureLife Smart Drink Launch: #UFOSA**.

The African Excellence Awards is an established international competition and has been in existence for the past ten years. The awards aim to celebrate remarkable accomplishments within the Communications and HR professions. The competition consisted of 26 specialised categories, received over 2500 global entries and were judged by a distinguished panel of jury members through a stringent judging process.

"As an agency, we strive to produce work that delivers on greatness for our clients. Creative and relevant content is crucial to driving meaningful PR that changes behaviour and grows brand belief in an evolving communications industry. Seeking innovative ways to tell the brand story allows us to achieve success," said Keri-Ann Stanton, Managing Partner, Engage Joe Public.

Engage Joe Public had an additional two entries that were shortlisted as finalists. Clover's – **Drought Relief Campaign** in the Brand Relationships category and clothing retailer Jet's – **#JetLoveYourself Campaign** in the Social Media category.

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