

Joe Public United puts down new roots

Issued by [Joe Public](#)

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Today, Friday, 31 October, marks a significant new ring in the tree of growth for South Africa's largest independent communications group, Joe Public. The group is proudly relocating into a bespoke 3000m², three-story office on Main Road, Bryanston. The building, a collaboration between Joe Public, architects Boogertman & Partners and interior designers I4C (Interiors for Change), has been specifically created to be a collective space where all of Joe Public's specialist businesses can meet and co-inspire each other.

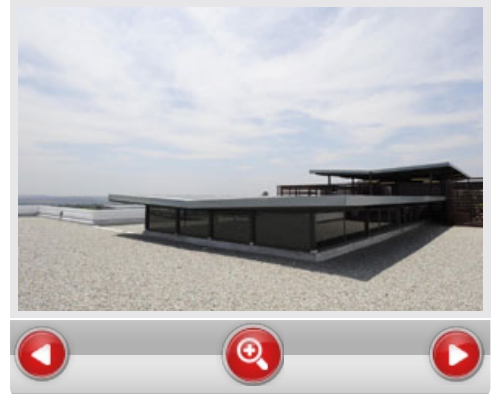
"This is a key moment for us. To think we started off in a tiny diner on Loop Street in Cape Town and here we are 16 years later putting down new roots for our group in a beautiful and inspiring new space that represents our entire offering. It really is a proud moment," said Pepe Marais, Chief Creative Officer, Joe Public.

"The purpose of our new space is to inspire us to create greater and greater work - work that is powered by our growth purpose and that strives to deliver on our vision of greatness. We look forward to a new and even more exciting chapter in Joe's story."

"Our view is that great creativity comes from great inspiration. Creative people love beautiful spaces and we truly believe your work space needs to be both highly functional and highly inspirational if you want to deliver great work for your clients," added Gareth Leck, CEO, Joe Public.

Included in the new building are the following collaborative and specialist disciplines: Joe Public (above-the-line agency), Ignite Joe Public (below-the-line agency), Shift Joe Public (brand communications agency), Engage Joe Public (public relations agency), Connect Joe Public (digital agency) and Think Joe Public (strategic media planning and buying unit).

Together they form Joe Public United.



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We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

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