

# Joe Public tops the tables as Loeries Agency of the Year

Issued by [Joe Public](#)

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This past weekend, at the annual 2018 Loeries Awards show, Joe Public United was awarded the prestigious Agency of the Year award, with a grand total of 30 Loeries, including eight Gold, six Silver, seven Bronze and nine Craft Certificate awards.



Bringing home a total of eight Gold Loeries is a fantastic validation of the agency's ability to deliver creative excellence. These accolades, along with the coveted Agency of the Year award, are the result of Joe Public United's constant drive to do better than their best, and then better still, year after year. And as 2018 marks the group's 20th birthday, winning this title for the first time makes it an especially historic moment.

Add to this the irrefutable evidence that award-winning creativity is a lot more effective in growing brands and businesses, and receiving these accolades becomes even more satisfying. As Joe Public United exists to grow its people, clients and country, these awards prove that we are indeed living our purpose.

If there's any remaining doubt about just how seriously the agency takes its Growth<sup>n</sup> philosophy – the arrival of its 'One Stride at a Time' team on the DStv Seminar of Creativity stage, after completing a 700km journey to Loeries on foot to raise funds for Joe Public's One School at a Time initiative, is all the proof anyone could ask for.

To achieve this, 42 runners set off from Joe Public's doors on Tuesday, 14 August, and handed over their collective kilometres to the core long-distance team of 11, who then ran the remaining distance to the ICC in Durban on Friday, 17 August, to be greeted by some of the country's top creatives, marketers and international speakers.

For Joe Public United, this year's Loeries therefore represented a landmark triumph over every kind of blood, sweat and tears along its constant and uncompromising Growth journey: arriving on foot to shine a light on the One School at a Time cause, and leaving with a fleet of Gold Loeries, plus the coveted Agency of the Year title.

It is undeniable that awards are more than just mere creative accolades. They are evidence of the calibre of creative business solutions that Joe Public United offers its clients. Our success at this year's Loeries Awards is dedicated to the clients we have partnered with, who are willing to pursue creative excellence and who recognise it as the key to the growth of their brands. And not least, it's a tribute to our people's relentless pursuit of excellence in the growth of their craft.

Awards table below:

| Award                        | Category                                    | Brand                | Agency                                   | Campaign  |
|------------------------------|---|----------------------|--|---|
| Gold                         | Direct Mail                                 | GreatStock           | Joe Public                               | The Anthology of Great (Stock) Poetry                         |
| Silver                       | Outdoor Media                               | POWA                 | Joe Public United                        | News you need to see  |
| Bronze                       | Outdoor Media                               | Keepit100            | Joe Public Ignite                        | Burning Billboard   |
| Gold                         | Tactical Use of Newspaper                   | POWA                 | Joe Public United                        | News you need to see  |
| Campaign Silver              | Indoor Posters                              | Chicken Licken       | Joe Public United                        | ALittle Hungry – Temple, Mne, Bank                            |
| Campaign Craft Gold          | Print Craft – Illustration                  | Chicken Licken       | Joe Public United                        | ALittle Hungry – Temple, Mne, Bank                            |
| Craft Gold                   | Print Craft – Writing                       | GreatStock           | Joe Public                               | The Anthology of Great (Stock) Poetry                         |
| Campaign Craft Certificate   | Print Crafts – Art Direction                | One School at a Time | Joe Public United                        | Education is a Weapon - Crime, Poverty, Ignorance             |
| Campaign Bronze              | PR & Media Communication Campaign           | Apartheid Museum     | Joe Public United                        | Bill of Rights  |
| Silver                       | Ambient                                     | Apartheid Museum     | Joe Public United                        | Bill of Rights  |
| Bronze                       | Media Innovation – Single Medium            | Apartheid Museum     | Joe Public United                        | Bill of Rights  |
| Campaign Silver              | Radio Station Commercials                   | Chicken Licken       | Joe Public United                        | Far Fetched - Spike Lee, Catch it, Kiss                       |
| Campaign Bronze              | Internet & Media Audio Commercials          | Voicebank            | Joe Public                               | Searching for Talent - Moshidi, Louise, Murray, Anelle        |
| Bronze                       | SANon-English Radio Station Commercials     | Jet                  | Joe Public United                        | Jet's plus-size range   |
| Bronze                       | SANon-English Radio Station Commercials     | Chicken Licken       | Joe Public United                        | Danger  |
| Campaign Craft Certificate   | Radio Crafts - Writing                      | Chicken Licken       | Joe Public United                        | Far Fetched - Spike Lee, Kiss, Catch it                       |
| Silver                       | TV & Cinema Commercials – above 90s         | Chicken Licken       | Joe Public United                        | Sbu 2.0   |
| Campaign Bronze              | TV Trailers & Content Promos                | Cell C               | Joe Public United                        | Twisted Trailers - Cloverfield, World War Z, A Beautiful Mind |
| Craft Certificate            | Film Crafts - Best Use of Licensed Music    | Chicken Licken       | Joe Public                               | Sbu 2.0   |
| Campaign Silver              | Effective Creativity                        | Chicken Licken       | Joe Public United                        | Afronaut  |
| Craft Gold                   | Film Crafts - Direction                     | Chicken Licken       | Joe Public & Romance Films               | Sbu 2.0   |
| Craft Gold                   | Film Crafts – Production Design             | Chicken Licken       | Joe Public & Romance Films               | Sbu 2.0   |
| Craft Gold                   | Film Crafts – Animation                     | Chicken Licken       | Joe Public, Bladeworks & Chocolate Tribe | Sbu 2.0   |
| Craft Gold                   | Film Crafts - Performance                   | Chicken Licken       | Joe Public & Romance Films               | Sbu 2.0   |
| Craft Certificate            | Film Crafts - Original Music & Sound Design | Chicken Licken       | Joe Public & Produce Sound               | Sbu 2.0   |
| Film Crafts - Cinematography | Film Crafts - Cinematography                | Chicken Licken       | Joe Public & They Shoot Films            | Islandic Boy  |
| Craft Certificate            | Film Crafts - Animation                     | Chicken Licken       | Joe Public & Chocolate Tribe             | Jony Ive Spoofed  |
| Craft Certificate            | Film Crafts - Performance                   | Chicken Licken       | Joe Public & They Shoot Films            | Islandic Boy  |
| Craft Certificate            | Film Crafts - Direction                     | Chicken Licken       | Joe Public & They Shoot Films            | Islandic Boy  |
| Craft Certificate            | Film Crafts - Cinematography                | Nedbank              | Joe Public & 0307 Films                  | Birds Eye View  |
| Agency of the Year           |   |                      | Joe Public United                        |   |

See more: [Joe Public YouTube](#) & [Website](#)

## For more:

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

▪ **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

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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