

# Joe Public Connect scoops a hat-trick win for Agency of the Year - New Generation Awards

Issued by [Joe Public](#)

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This past week's Friday saw the digital arm of the Joe Public United group - Joe Public Connect - once again awarded the coveted Med-Large Agency of the Year 2019 accolade for the third year running. The agency is proud to be recognised as delivering on their growth promise to their clients by taking home a total of 10 awards including seven Golds and three Silvers across a variety of categories at this year's award show. Including two of the agency's talents being awarded as Best Agency Community Engagement Manager and scooping the Social Wiz Award.



These accolades follow the agency's success of being the most awarded agency in 2017 as well as Digital Agency of the year, Digital Brand of the Year (Cell C black), and Corporate of the Year (SAB) in 2018.

Having recently expanded the digital entity, through an internal powerhouse merger of Joe Public Ignite and Joe Public Connect, these awards affirm the digital teams' offering to the marketplace as well as supporting the growth of their clients in the digital arena. "These awards are testament to our ability to unlock greater levels of digital opportunities and success for our clients as well as affirming our pursuit of world-class digital excellence," said Managing Director, Joe Public Connect, Mpume Ngobese.

Friday night's award show shone a light on the agency's creative work as well as their successful partnerships with clients such as South African Breweries, Anglo American, Expedia, Clover and GynaGuard within the digital space.

"We are extremely proud of this achievement and look forward to delivering on even more great projects and opportunities in the coming year," concluded Ngobese.

## **Awards list:**

| Award  | Category  | Brand                             | Campaign             |
|--------|---|-----------------------------------|----------------------|
| Silver | Best Online Competition                             | Manhattan Iced Tea                | Shop Manhattan Style |
| Gold   | Best Use of Technical Innovation                    | Anglo American                    | Instamine            |
| Gold   | Mobile Marketing Excellence                         | Anglo American                    | Instamine            |
| Silver | Best Use of Social Media to Research and Evaluate   | Gynaguard                         | #12OfficialVaginas   |
| Gold   | Most Innovative Use of Digital Media by a Corporate | South African Breweries           | Beer Finder: SA      |
| Gold   | Best Corporate Website                              | Expedia: Seychelles Tourism Board | Explore Seychelles   |
| Silver | Best Corporate Website                              | Expedia: Morocco Tourism Board    | Moments in Morocco   |
| Gold   | Best Agency Community Engagement Manager Award      | Londeka Mkhize                    |                      |
| Gold   | Social Wiz Award                                    | Nosipho Maseko                    |                      |
| Gold   | Med-Large Agency of the Year                        |                                   |                      |

" **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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