

# Joe Public United ranked number 1 Attractive Agency by Scopen 2021

Issued by [Joe Public](#)

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The South African arm of Scopen's Agency Scope Report has officially completed its fourth edition study, and Joe Public United (JPU) is proud to announce that they have been named number one Attractive Agency for clients for 2021. The characteristics of an Attractive Agency include, amongst others, creativity, expertise, experience and understanding of the client's business and market. JPU was rated number one in all of these characteristics, resulting in it being the most attractive agency in South Africa.



JPU was also titled Agency of the Year and tied first as Best Partners to Collaborate in the Future.

Scopen is a global consulting firm specialising in the communications industry with a deep research base across 12 markets, renowned for celebrating excellence in creativity, innovation, and effectiveness. With over 500 client-agency relationships analysed and a total of 465 industry professionals interviewed, this report offers the most in-depth and up-to-date views of the country's marketing and agency landscape.

Additionally, JPU Group chief creative officer Pepe Marais ranked first amongst the Most Admired Creative Agencies Professionals. Valued clients including Group executive for Marketing and Corporate Affairs at Nedbank, Khensani Nobanda, and managing director and chief marketer at Chicken Licken, Chantal Sombonos-Van Tonder were also recognised as Most Admired Marketing Professionals in 3rd and 6th place respectively. Furthermore, Chicken Licken won Brand of the Year and was ranked first for the Best Campaigns in the last two years; accolades that showcase JPU's ability to deliver on the growth goals of their clients.

JPU Group CEO Gareth Leck says, "Joe Public United truly prides itself on delivering on its purpose of growth and, more specifically, driving tangible growth for our clients. Being acknowledged by Scopen not only as the number one Attractive Agency in South Africa but also being ranked first by our clients for our skills in integrated services, strategic planning, leadership and account management, to name a few, is a testament to our team's passion and dedication to deliver on our growth purpose."

- " **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



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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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