

# Steers account goes to Joe Public

Issued by [Joe Public](#)

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Joe Public Johannesburg has been appointed as the above-the-line agency for Steers. The agency will be assisting Steers with its new brand positioning, promotional campaigns and product launches from July 2013.



According to Derrian Nadauld, chief marketing officer Famous Brands "The key reasons for appointing Joe Public was their energy, their professionalism and their authenticity. The agency provided the right answers and demonstrated a solid understanding of the brand's assets and the product intrinsics. In addition there was great chemistry and rapport with the Joe Public team."

"It is an honour to be tasked in assisting with the growth of such an iconic South African brand and we look forward to working with the Famous Brands group. They are a true South African success story and we are humbled to have been entrusted with their flagship brand. We look forward to making a difference and doing everything we can to grow their business," says Joe Public CEO, Gareth Leck.



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**Joe Public**

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