

Joe Public's Pepe Marais inducted in Hall of Fame at Loeries 2022

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Pepe Marais, co-founder and integrated group chief creative officer at Joe Public, was inducted into the Loeries Hall of Fame at this year's Loerie Awards. This prestigious award serves as an acknowledgment of his impactful career and contributions to the creative industry.



Pepe Marais

This Loeries Hall of Fame was first introduced in 2008 – recognising select creative individuals for their impactful and ongoing contributions to the growth of the industry.

“I love this industry, it has a special place in my heart. Not one morning have I ever woken up over the past 30 years without excitement and energy for the day ahead. I strive towards the greater purpose of our business; I live to deliver creative excellence in everything I do,” says Pepe.

“I could not have achieved what I have thus far without my family, our clients and our suppliers. But most of all, this recognition was made possible through the talent and commitment of each and every one of our Joe Public people. I am because of all of you. What a wonderful milestone to mark the beginning of the next 30 years. Here's to bringing our purpose to life through the power of creative excellence, in service of our people, our clients and our country.”

Now in its 44th year, the Loerie Awards, held in South Africa's mother city, Cape Town – saw a culmination of festivities and networking amongst the best creative minds in Africa and the Middle East, take place. Joe Public, once again, showcased that excellent talent, resilience, hard work, creativity and integration, underpinned by its purpose of growth, is key to success.

The agency's art director, Raphael Janan Kuppasamy, received the *2022 Loeries Young Creatives Award* – in recognition of his talent and to celebrate his trajectory of creative excellence.

Joe Public, together with its clients and growth partners were awarded with a total of 33 Loeries. The awards included: 15 awards for Chicken Licken - one of which was the coveted title of *Brand of the Year*, seven awards for Nedbank, five for SAB, two for SANBS, one for Engen and one for Amnesty International.

“We are delighted that our work and our people are being acknowledged in the industry. Winning these awards is not only a demonstration of the diverse strengths and creativity within our agency, but it is also a living testament to our purpose of growth,” says Xolisa Dyeshana, integrated chief creative officer at Joe Public.

Awards wins

Award	Title	Category	Title
CHICKEN LICKEN			
GOLD	Chicken Licken	Digital: Social Media	Love Me Tender
GOLD	Chicken Licken	Film: TV & Cinema Commercials up to 90s	Feel the Fire
CRAFT GOLD	Chicken Licken	Radio & Audio: Direction	Bigger Person
SILVER	Chicken Licken	Digital: Apps, Games and Interactive	Skip to the Fire
SILVER	Chicken Licken	Radio Station Commercials	Bigger Person
SILVER	Chicken Licken	Integrated Campaign	Nuggets of Wisdom
CAMPAIGN SILVER	Chicken Licken	Film: TV & Cinema Commercials up to 90s	Nuggets of Wisdom
CAMPAIGN SILVER	Chicken Licken	Effective Creativity	Nyathi Rider
BRONZE	Chicken Licken	Print: Tactical Use of Print	Nuggets of Wisdom
BRONZE	Chicken Licken	Print Communication: Print Advertising	Sdumo Burger Mzansi Celebs
BRONZE	Chicken Licken	Print: Print Advertising	Those who get it
BRAND OF THE YEAR	Chicken Licken	Brand of the Year	Brand of the Year
PARTNER AWARDS CHICKEN LICKEN ROMANCE FILMS			
CRAFT GOLD	Chicken Licken	Film: Direction	Feel the Fire
CRAFT CERTIFICATE	Chicken Licken	Film: Performance	Soul Bites
CRAFT CERTIFICATE	Chicken Licken	Film: Performance	Feel the Fire
NEDBANK			
BRONZE	Nedbank	Print Communication: Tactical Use of Print	Sustainable Growth Column (Growth Column)
BRONZE	Nedbank	Effective Creativity	Anti Advertising Advertising Campaign
BRONZE	Nedbank	Print Communication: Print Advertising	Into the Red
BRONZE	Nedbank	Radio & Audio: Radio Station Commercial	Tap Out
BRONZE	Nedbank	Radio & Audio: SA Non English Radio Commercials	iCellular Security Eselula
CAMPAIGN CRAFT CERTIFICATE	Nedbank	Radio & Audio: Direction	iCellular Security Eselula
CAMPAIGN CRAFT CERTIFICATE	Nedbank	Print Communication: Art Direction	Into the Red
SAB			
BRONZE	SAB	Film: TV & Cinema Commercials up to 90s	What the Flying Fish?
BRONZE	SAB	OOH: Inspire	Guilty Free Beer
CAMPAIGN BRONZE	SAB	Radio & Audio: SA Non English Radio Station Commercials	Dorp
CRAFT CERTIFICATE	SAB	OOH: Art Direction	Guilty Free Beer
CRAFT CERTIFICATE	SAB	Radio: Performance	Ears/ Envious Body Parts
SANBS			
CAMPAIGN SILVER	SANBS	Print Communication: Print Advertising	Blood Saves Lives
CAMPAIGN CRAFT GOLD	SANBS	Print: Art Direction	Blood Saves Lives
AMNESTY INTERNATIONAL			
CAMPAIGN CRAFT	AMNESTY INTERNATIONAL	Print Communication: Photography	Some words can't be deleted
ENGEN			
BRONZE	ENGEN	Radio and Audio: Radio Station Commercial	Januworry
JOE PUBLIC RECOGNITION			
HALL OF FAME	Joe Public	Pepe Marais	Hall of Fame
GOLD	Joe Public	Raphael Janan Kuppasamy	Young Creative 2022

For more:

- Official site: 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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