

Connect Joe Public tops the tables at New Gen Awards 2017

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The New Generation Social & Digital Media Awards ceremony saw Connect Joe Public, Joe Public United's digital agency, walk away with five Golds, four Silvers and one Bronze. As well as taking home the coveted **Digital Agency of the Year 2017**, **Digital Brand of the Year** and **Overall Digital & Social Award** for client Chicken Licken®. The award show honours South African creative teams for their innovative use of social and digital media, and technology, which help to promote organisations and brands in groundbreaking ways.



Working across a variety of integrated and stand-alone digital campaigns for clients such as Chicken Licken, SAB and PNet, the team had a resounding success in picking up accolades against various categories at the award show. The range of accolades is testament to the agency's purpose of exponential growth, as a two-year old start-up that is beginning to reap the rewards of growing their clients' brands through digital creative excellence. Lenin Rajgopaul was awarded Best Community Engagement Manager and Aldo Pulella was named Designer of the Year.

"The award show is a true testament to the hard work, time and creative energy we put into our clients' work. We are extremely proud of what we have achieved, taking home the Agency of the Year is a real honour. We also wish to congratulate all the incredible talent and the team that were involved, who made this happen for our truly special clients," says Dani Morley, Managing Partner Connect Joe Public.

New Gen Awards List		
Client	Category	Award
SAB	Most Innovative use of Digital Media	<i>Silver</i>
SAB	Best Low Budget Campaign	<i>Gold</i>
Chicken Licken	Best Integrated Campaign	<i>Silver</i>
Chicken Licken	Best Integrated Campaign	<i>Gold</i>
Chicken Licken	Best Content Campaign	<i>Gold</i>
Chicken Licken	Best Content Campaign	<i>Gold</i>
SAB	Best Online Competition	<i>Silver</i>
PNet	Best Automation Marketing Campaign	<i>Bronze</i>
SAB	Most Innovative Social Media Campaign	<i>Gold</i>
Chicken Licken	Best Integrated Campaign by an Agency	<i>Silver</i>
Chicken Licken	Digital Brand of the Year	
Chicken Licken	Overall Digital & Social Award	
	Best Community Engagement Manager Award	<i>Lenin Rajgopaul</i>
	Designer of the Year	<i>Aldo Pulella</i>
	Overall Agency Of the Year Award	<i>Connect Joe Public</i>

" **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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