

Shift Joe Public tops the 2014 Loerie rankings for brand communications

Issued by [Joe Public](#)

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After a phenomenally successful taking at this year's Loerie Awards show, Shift Joe Public has catapulted into the top three list of the overall official Loeries rankings released on 16 October 2014, placing the specialist agency as the number one brand communications agency in South Africa.

Having scooped four Golds, two Silver birds and a craft certificate, the brand communications agency celebrated wins on clients One School at a Time for their project *Fonts for the Future* as well as South African Marine Safety Authority (SAMSA) for their *Annual Report* design. The success of the *Fonts for the Future* project meant that One School at a Time was also ranked the second most successful brand, second to FCB's Coca-Cola.

"For a small creative team of seven people, we have worked extremely hard this year to deliver exceptional creative ideas for our clients and we are proud to share this achievement. Being ranked the top communication design agency is testament to the work we do and we hope to deliver on even greater ideas that will inspire the world of design," commented Executive Creative Director, Maciek Michalski, Shift Joe Public.

The official rankings also gave recognition to those that worked on these great pieces of work. The agency's Simone Rossum was ranked as the top creative director with Maciek Michalski placed second on the executive creative director ranking overall.

See work here:

SAMSA: <http://shift.joepublic.co.za/work/samsa-annual-report>

Fonts for the Future:

Loeries 2014: Shift Joe Public wins

Prize	Category	Brand	Product	Title
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Silver	Brand Identity & Collateral Design - Logos	Fonts For The Future	Fonts For The Future	Fonts For The Future
Gold	Brand Identity & Collateral Design - Direct & Promotional Mail	Antalis	Arjowiggins Paper Range	Start The Day With Paper
Gold	Publication Design - Book; Magazine & Newspaper Design	Fonts For The Future	Fonts For The Future	Fonts For The Future
Silver	Publication Design - Annual Reports; Brochures & Technical Literature	South African Maritime Safety Authority	South African Maritime Safety Authority	Expanding Possibilities
Campaign Gold	Design Mixed-Media Campaign	Fonts For The Future	Fonts For The Future	Fonts For The Future
Craft Gold	Design Crafts - Typography	Fonts For The Future	Fonts For The Future	Fonts For The Future
Craft Certificate	Design Crafts - Typography	Antalis	Arjowiggins Paper Range	Start The Day With Paper

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