

Joe Public's growth tree sprouts shiny thorns

Issued by [Joe Public](#)

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This past weekend saw Joe Public celebrating yet another year of creative excellence at the Pendoring Awards, leading the night with one gold and three silver Pendoring awards. With a total of ten out of 77 finalists, Joe Public did well by racking up a substantial 2014 finalist list and converting four of them. Entries were received by 20 agencies and a number of South African advertising schools bringing the total of this year's entries to 330.

"In a tough economic climate, the only approach remains creativity and innovation. We're privileged to partner with clients who are uncompromising on excellence and united in our vision that creativity breeds growth," said Pepe Marais Chief Creative Officer, Joe Public.

"If you are in the business of growing your clients' brands and you are not using creativity as the main weapon in your arsenal, then you don't deserve to win the battle for market share," continued Marais. "Winning locally means we are hitting our targets and attacking where it counts, creatively."

With the total number of awards spread across a wide range of categories for Joe Public, pure creativity was the agency's real winner.

Joe Public 2014 Pendoring Winners:

TITLE	CLIENT	CATEGORY
Hardloop, Heelal, Hakskene (Campaign)	Produce Sound	POSTERS (silver)
Hardloop, Heelal, Hakskene (Campaign)	Produce Sound	ORIGINAL AFRIKAANS (gold)
Droomloopbaan, Droomkar, Droomvakansie (Campaign) (For illustration)	Lover's Plus	CRAFT (silver)
Cinemark Experience	Cinemark	TRULY SOUTH AFRICAN GENERAL (silver)

For more visit: <http://www.pendoring.co.za>

Joe Public Award Fast Facts:

- Most awarded agency at the 2014 Pendoring Awards and position maintained.
- AdReview Group of the Year 2014
- AdFocus Agency Leaders of the Year 2013 (Gareth Leck and Pepe Marais)
- The Annuals' Agencies' Agency of the Year 2013
- Deloitte's Top 20 Company to Work For 2013

▪ **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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