

Growing brand belief to new heights

Issued by [Joe Public](#)

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Engage Joe Public, a member of the brand and communications group Joe Public United, is fast becoming the go-to public relations agency for clients with interesting challenges and hardcore delivery needs.

“Punching above its weight” was a common refrain when reflecting on this year’s PR award season. The agency walked away with nine awards within a three-week spate, scooping four Gold, one Silver, three Bronze and a Special Mention including the coveted Small Agency of the Year award across local, intercontinental and international award shows (see list below for more details).

“Taking home four Golds especially for Campaign of the Year in partnership with our client SABRIC for #Skelm and Small Agency of the Year is testament to our purpose of growing clients through brand belief. Authentic brand conversations are absolutely critical to the industry’s integrity as well as for the brands entrusted to us,” says Managing Partner Keri-Ann Stanton, Engage Joe Public.

Keri-Ann was also selected to participate as a juror on the PRISM, SABRE EMEA and Africa Excellence judging panels. Some of her major take-outs from the global and local awards include:



- Big ideas, creativity and innovation come out tops and get award winning attention.
- Follow that up with empirical evidence pointing to behaviour change or tangible business results and you get your chance on the podium.
- Spend time writing, crafting and developing collateral to really make your award entries sing. We work so hard – showcase the work properly!

“Networking and interacting with industry peers, where you sit in intense judging sessions for hours debating the nitty-gritty of campaigns and the work that went in to achieve the results, is an eye-opening and personal growth experience that is priceless and will help us grow our clients brands even further,” concludes Keri-Ann.



Watch it:

<https://youtu.be/oWB4rnhZcdM> (Clover)

<https://youtu.be/xRTGeDHsheE> (SABRIC)

<https://youtu.be/HFvj1aYI5tY> (Jet)

Awards Results 2017: Engage Joe Public

| Prize | Category | Brand | Show | Title |
|-----------------|---|-------------------------------|--------------------------|--------------------------|
| Gold | Campaign of the Year | SABRIC | Africa Excellence Awards | #Skelm |
| Gold | Environmental Category / Insta-series | Clover Dairy | Prism awards | #CloverDroughtRelief |
| Gold | Event & Experiential Marketing | Clover FutureLife Smart Drink | Africa Excellence Awards | #UFOSA |
| Gold | Innovative Marketing / Communications Team | De Beers Botswana | SABRE EMEA | De Beers Bots50 campaign |
| Silver | Small Agency of the Year | Engage Joe Public | PRISM Awards | Winner |
| Bronze | Financial Services | SABRIC | PRISM Awards | #Skelm |
| Bronze | Social Media as a primary method of communication | Jet | PRISM Awards | #JetLoveYourself |
| Bronze | Public Sector | SABRIC | PRISM Awards | #Skelm |
| Special Mention | NGO | SABRIC | | #Skelm |

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[Joe Public](#)

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