

Joe Public United's Assegai wins end with the Nkosi Award

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With our industry at large experiencing the many difficult effects of Covid-19, Joe Public United is grateful to be having a fruitful awards season despite the challenges. The 2020 Assegai Awards proved to be another show of greatness for the integrated brand and communications group scooping several awards.



The agency received 12 awards in total, including seven Gold, one Silver, one Bronze, two Leader Awards as well as the prestigious Nkosi Award. The Nkosi Award is granted to an entry that has excelled above all others and has shown excellence across ROI, strategy, as well as creativity – proof of the agency's growth purpose.

SANBS had a stand-out performance as the winner of two Gold Awards, the campaigns' aim was to educate South Africans while also imploring them to be selfless in order to save lives - showing that meaningful work during this pandemic can also be impactful.

Retailer Jet showed creative prowess at the awards show, namely 'The Great Stigma Clearance' campaign, which aimed to spread information about breast cancer awareness to its consumers through a sale. Secondly, '30 Days of Self-care', which was a quirky attempt to drive self-care during the Covid-19 lockdown, showing consumers that looking good starts with taking care of yourself. Jet's Heritage Day campaign '#JetSwenk' was also part of the winners, proving Joe Public United's willingness to keep creating content that ultimately grows our clients.

Additional win accolades also included Chicken Licken®'s 'Everybody Is Talking About It'.

The Assegai Awards celebration aims to acknowledge those who have produced integrated direct marketing campaigns that deliver on remarkable results.

“The wins highlight the group’s willingness to strive for creative excellence in order to deliver on a great creative product for our clients. The Nkosi Award, specifically, is a personal win for the leaders of our agency because it shows that although this year has been difficult – the group is still aligned to its true north. Our commitment to growth continues everyday through the growth of our people, clients and country,” said Khuthala Gala-Holten, co-managing director, Joe Public Johannesburg.

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