

Joe Public United ranked number one in the top 12 agencies at the 2021 Pendoring Awards

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One of the many joys of being a South African is our love of language and our ability to use it fluidly. Work, migration, education, urbanisation, the places we live, friendships, marriage, to name a few, have influenced our languages to the point where most of us are more than bilingual, with the average South African using 2.84 languages, often in a single conversation.



It's this love that the advertising and communications industry celebrates every year at the Pendoring Awards, to showcase the richness of South Africa's creative content in all its 10 indigenous languages. And no agency has yet to capture the #SpeakSouthAfrican spirit quite like brand and communications group, Joe Public United (JPU).

JPU was awarded top honours by coming in as number one in the top 12 agencies of 2021, and together with their clients and growth partners, collected a total of 29 awards: eight Craft Gold awards, four Gold awards, five Silver awards, two Campaign Silver awards, eight Craft Certificates and two Campaign Craft Certificates.

JPU prides itself on delivering on its purpose of growth and more specifically driving exponential growth. One of the many ways the group is doing this is by working together with its clients to create work that resonates with South Africans in a way that's relevant and insightful – and diversity in language is a fantastic vehicle for this growth and creative excellence.

JPU's entries came from some of SA's most loved brands like Flying Fish, Castle Milk Stout, Castle Free, Chicken Licken, Assupol, Vital and Nedbank and were entered across a broad range of categories from Digital Communication, Design and Film, to Integrated Campaigns, Live Events, OOH, Print and Radio, showing clear evidence of its ability to help brands connect with a local audience.

"Without our clients and our people this wouldn't have been possible, so thank you," said Pepe Marais, group chief creative officer, Joe Public United. He also stated that "Being recognised as the top-ranked agency this year is a testament to the incredible partnerships we have with our clients who work with us to achieve our purpose of growth."

The 26th Pendoring Awards were held as a virtual event on Thursday the 4th of November 2021. Categories were only open

to South African non-English languages. All entries had to be at least 70% in either Afrikaans, isiZulu, isiXhosa, isiNdebele, siSwati, Xitsonga, Tshivenda, Setswana, Sepedi or Sesotho.

Award wins breakdown:

| Award | Title | Category | Title |
|-----------------------------------|-------------------|------------------------------------------------------|-----------------------------------------|
| | | Joe Public United No.1 in Top 12 Agencies 2021 | |
| GOLD | Castle Milk Stout | General Design | Clan Beats Vinyl |
| GOLD | Castle Milk Stout | Online Film & Commercials | Clan Beats - Culture Will Never Die |
| GOLD | Castle Milk Stout | Integrated Multimedia | Clan Beats |
| GOLD | Castle Milk Stout | Direct Mail | Clan Beats Vinyl |
| CRAFT GOLD | Castle Milk Stout | General Design (Illustration) | Clan Beats Vinyl |
| CRAFT GOLD | Castle Milk Stout | Radio & Audio Crafts (Original Music & Sound Design) | Clan Beats - KoMama |
| CRAFT GOLD | Castle Milk Stout | Online Film & Commercials (Direction) | Clan Beats - Culture Will Never Die |
| CRAFT GOLD | Castle Milk Stout | Film Crafts (Cinematography) | Clan Beats - Culture Will Never Die |
| CRAFT GOLD | Castle Milk Stout | Film Crafts (SFX) | Clan Beats - Culture Will Never Die |
| CRAFT GOLD | Castle Milk Stout | Film Crafts (Original Music & Sound Design) | Clan Beats - Culture Will Never Die |
| CAMPAIGN CRAFT GOLD | Chicken Licken | Radio & Audio Crafts (Writing) | Humble Achaar |
| CAMPAIGN CRAFT GOLD | Chicken Licken | Radio & Audio Crafts (Performance) | Humble Achaar |
| SILVER | Castle Milk Stout | Logo | Clan Beats |
| SILVER | Castle Milk Stout | Internet & Mobile Audio Commercials | Clan Beats - KoMama |
| SILVER | Flying Fish | Social Media | Local GIFs |
| SILVER | Castle Milk Stout | Live Events | Ancestors Day |
| SILVER | Chicken Licken | Direct Mail | SoulFuel Lamp |
| CAMPAIGN SILVER | Chicken Licken | Radio Station Commercials | Humble Achaar |
| CAMPAIGN SILVER | Chicken Licken | Newspaper & Magazine Advertising | Hunger Stories |
| CAMPAIGN CRAFT CERTIFICATE | Chicken Licken | Radio & Audio Crafts (Direction) | Humble Achaar |
| CAMPAIGN CRAFT CERTIFICATE | Chicken Licken | Print & OOH Crafts (Direction) | S'Dumo Burger |
| CRAFT CERTIFICATE | Castle Milk Stout | Radio & Audio Crafts (Direction) | Great S.African FaStory |
| CRAFT CERTIFICATE | Castle Milk Stout | Radio & Audio Crafts (Writing) | Great S.African FaStory |
| CRAFT CERTIFICATE | Nedbank | Radio & Audio Crafts (Writing) | A Lot Can Happen in 12 Months - Hip Hop |
| CRAFT CERTIFICATE | Castle Free | Radio & Audio Crafts (Performance) | Dorp/Dop Sockie |
| CRAFT CERTIFICATE | Assupol | Print & OOH Crafts (Art Direction) | Amaduduzo uMatrasi |
| CRAFT CERTIFICATE | Assupol | Print & OOH Crafts (Photography) | Amaduduzo uMatrasi |
| CRAFT CERTIFICATE | Vital | Print & OOH Crafts (Writing) | Whenthere'snotimeforbreaks |
| CRAFT CERTIFICATE | Chicken Licken | Online Film & Commercials | Khumbufekhaya |

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- **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 Cape Town puts 'eats' into everything in latest Uber Eats TVC** 17 Nov 2023



Joe Public

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

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