

Joe Public wins Ad of the Year

Issued by [Joe Public](#)

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Joe Public has won the Creative Circle's Ad of the Year 2010 in the Experiential category. The promotional item, crafted for longstanding client Clover, was a clever take on a cooking calendar with each recipe incorporating Clover products.



As South Africa's most loved dairy brand, Clover's products are used in many kitchens to add a little love to every meal. This is also where many mothers hang wall calendars. Joe Public's challenge was to create something that would not be lost on the consumer as 'just another calendar'. The key objective was to design a calendar that would actually serve more of a purpose than simply telling people what the date was, that is, to make sure the calendar could be interactive.

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This was done by creating a useful, interactive calendar that also acted as a Clover recipe book. Each month of the calendar has a relevant recipe, as well as paper elements which can be torn out and used in the actual cooking process and presentation: everything from piping bags to ice-cream cone wrappers. Not only was this a fun way to engage our audience in the cooking process, but it also meant they were made aware of the many uses for Clover products.

The Clover Cooking Calendar has not only won the prestigious Ad of the Year Award, but also a gold and a silver Loerie Award as well as a first place in the Antalis Art of Design Awards.

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