

Joe Public wins Ad Agency of the Year at AdReview

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Joe Public was recognised as the overall Agency of the Year at Tony Koenderman's AdReview advertising awards on Thursday, 23 May 2013. In addition the agency was awarded Gauteng Agency of the Year and won the Agency Choice award, which is based on a democratic voting process by South Africa's senior advertising executives.



With 100% client retention, an income growth of 92% and staff growth of 104%, the agency has experienced what is undoubtedly its most successful year. In addition to the above the agency was rated second at the Loerie Awards and was also awarded Financial Mail's Agency of the Year 2012.

In 2012 Joe Public also launched below-the-line agency Joe Public Ignite and brand design company Joe Public Shift. The agency also launched its independent global network Joe Public United, and opened an independently run office in Amsterdam based on the original Take-Away business model, which has recently been recognised as one of the top five agencies in Holland.

"We are thrilled and humbled by the recognition," commented CEO Gareth Leck. "A huge word of thanks goes out to our incredible team who continue to deliver excellence every day and to our clients whose growth continues to feed our growth."

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Joe Public



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