

All the 2021 *Financial Mail* AdFocus award winners!

The winners of the 2021 *Financial Mail* AdFocus Awards were announced on 24 November 2021, during an event in Johannesburg that streamed online - celebrating advertising's game-changers. Joe Public United Johannesburg was awarded as the Overall Agency of the Year. Fifteen other awards were presented.



Since their inception in 1990, the *Financial Mail* AdFocus Awards have established themselves as the leading platform for individuals and agencies to be recognised - not only for their creative marketing skills - but for their overall business acumen. The Awards have grown to become a landmark on the South African marketing and communications landscape, where business effectiveness is the primary measurement tool.

Financial Mail AdFocus jury chairperson Tumi Rabanye says: "This year's winners are testament to the hard work and dedication that the marketing and communications industry continues to display towards clients and brands, at a time when businesses need people with dynamic, can-do attitudes amidst what has been a challenging period for everyone. The innovation that has been displayed by agencies and marketers, and the collaborations they have forged, show us how resilient and determined the industry is – an industry of game-changers."



Financial Mail AdFocus applauds SA's advertising industry changemakers

30 Aug 2021



All the winners

This year's *Financial Mail* AdFocus Awards winners are:

- **Small Advertising Agency of the Year:** SPECIAL MENTION – Avatar Durban
- **Medium Advertising Agency of the Year:** Grey
- **Large Advertising Agency of the Year:** Joe Public United Johannesburg
- **Public Relations Agency of the Year:** Razor Communications
- **Specialist Agency of the Year:** Triple Eight
- **Digital Agency of the Year:** Rogerwilco
- **Media Agency of the Year:** Mediology
- **Partnership of the Year** (sponsored by IAS and Scopen): Joe Public United Johannesburg / Chicken Licken
- **African Impact Award:** Dentsu International
- **Transformation Award:** Joe Public United
- **Adaptability Award:** Levergy
- **Student of the Year:** Winner – Niamh Aremband; Finalists: Janine Louw and Zahra Khan
- **Lifetime Achievement Award:** Thebe Ikalafeng
- **Industry Leader of the Year:** Khensani Nobanda
- **Shapeshifter:** Tshepo Tumahole
- **Overall Agency of the Year:** Joe Public United Johannesburg

The winner of the Best Tactical Print Ad title - as part of the annual *Financial Mail* Creative Challenge - was won by the Abnormal Group for their client, PinkDrive's Breast Cancer awareness ad.

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