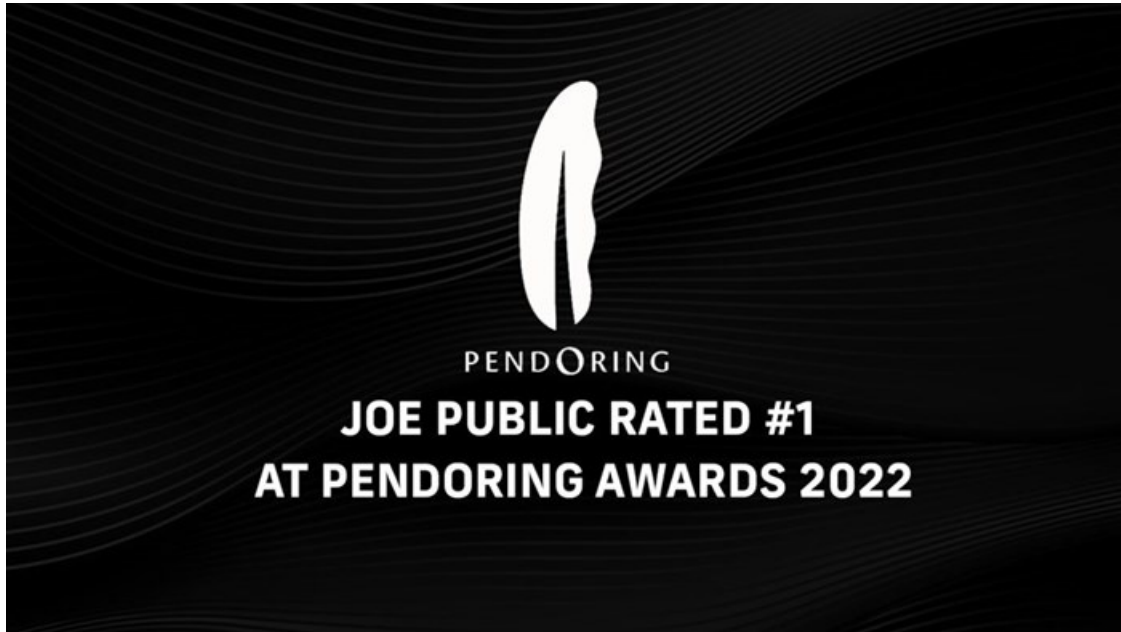


# Joe Public ranked number 1 agency at 2022 Pendoring Awards

Issued by [Joe Public](#)

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This year's Pendoring Awards ceremony took place on 3 November 2022, aptly themed [#LetYourLanguageLoose](#), the event showcased the top advertising in SA's indigenous languages. Joe Public and its clients collected a total of 23 awards, which included 4 Golds, 5 Craft Golds, 6 Silvers and 8 Craft Certificates. As a result, the agency was ranked number one.



The Pendoring Awards encourages the creative evolution of indigenous language communication. The awards are most renowned in South Africa for rewarding creative content in all official South African languages and are highly contested by the top creative players in the industry.

Joe Public prides itself on delivering on its purpose of growth, and we believe the most effective way of achieving this is by creating work that resonates with South Africans in a relevant and insightful way – and diversity in language is an essential vehicle for this growth through creative excellence.

"Winning 23 Pendoring awards this year affirms our commitment to excellence in our industry and is a testament to our ongoing drive for transformation, diversity and inclusivity," says Xolisa Dyeshana, Chief Creative Officer at Joe Public.

In her latest thought-provoking [opinion-editorial](#) piece, Joe Public's Co-Managing Director, Mpume Ngobese, expressed the importance of rooting creativity in South African culture.

"In a country as diverse as South Africa, with 12 official languages, English is spoken at home by just 9.6% of the population consisting now of 60 971 807 people. With most brand communication taking place in English, there are many missed opportunities for them to gain more market share, attract more users or reach lapsed users. Herein lies the problem – you don't gain market share by speaking to people in a language that is foreign to them," writes Mpume.

"The personality of its nation shapes a brand's personality. The sooner brands realise this and take steps to make this an inclusive country where everyone and every culture is recognised and celebrated, brands will begin to see that marketing, when executed properly, is an investment that yields fruitful results."

## Pendoring Awards 2022 Joe Public wins

### Digital Communication

Craft Certificate	Digital Crafts – Use of Technology	Joe Public United	Chicken Licken	<a href="#">Sounds of Craving</a>
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### Film

Gold	Online Film & Commercials	Joe Public United	Castle Milk Stout	<a href="#">Last Stories Of Culture</a>
Silver	Non-Broadcast Video and Film	Joe Public United	Chicken Licken	<a href="#">Taxi TV</a>
Silver	Branded Content Film	Joe Public United	Chicken Licken	<a href="#">Taxi TV</a>

### Integrated Communication

Gold	Integrated Multimedia – Campaign	Joe Public United	Castle Milk Stout	<a href="#">Last Stories Of Culture</a>
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### Out-of-Home

Campaign Silver	In-store	Joe Public United	Chicken Licken	<a href="#">Smallest Big Hunger Filler – School</a>
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### Print Communication

Campaign Silver	Newspaper & Magazine Advertising	Joe Public United	Nedbank	<a href="#">Tot In Die Rooi - Net-nog-enetjie Jolandie</a>
Gold	Tactical Use of Print	Joe Public United	Chicken Licken	<a href="#">Isolezwe Nuggets of Wisdom</a>
Campaign Craft Gold	Indoor Posters	Joe Public United	One School at a Time	<a href="#">Street Smarts - Biology</a>
Campaign Craft Certificate	Print & OOH Crafts – Art Direction	Joe Public United	Nedbank	<a href="#">Tot In Die Rooi - Restaurant</a>
Campaign Craft Gold	Print & OOH Crafts – Writing	Joe Public United		<a href="#">One School at a Time</a>
Campaign Craft Certificate	Print & OOH Crafts – Art Direction	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Nose</a>
Craft Certificate	Print & OOH Crafts – Writing	Joe Public United	Chicken Licken	<a href="#">Isolezwe Nuggets of Wisdom</a>
Craft Gold	Print & OOH Crafts – Illustration	Joe Public United	Nedbank	<a href="#">Money Nightmares</a>
Campaign Craft Gold	Print & OOH Crafts – Illustration	Joe Public United	Nedbank	<a href="#">Tot In Die Rooi - Net-nog-enetjie Jolandie</a>
Campaign Craft Certificate	Print & OOH Crafts – Illustration	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Nose</a>

### Radio

Campaign Gold	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Ex-boyfriend</a>
Campaign Silver	Radio Station Commercials	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Elbow</a>
Silver	Branded Content – Radio & Audio	Joe Public United	Chicken Licken	<a href="#">Sounds of Craving</a>
Campaign Craft Gold	Radio & Audio Crafts – Writing	Joe Public United	Nedbank	<a href="#">Ex-boyfriend</a>
Campaign Craft Certificate	Radio & Audio Crafts – Writing	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Middle Finger</a>
Craft Certificate	Radio & Audio Crafts – Writing	Joe Public United	Nedbank	<a href="#">Confessions Of A Non-Homeowner - M'jolo</a>
Campaign Craft Certificate	Radio & Audio Crafts – Performance	Joe Public United	Nedbank	<a href="#">Ex-boyfriend</a>

\* SheBeen campaign reimagines women's safety in taverns 21 May 2024

\* Chicken Licken gives you the trick to make your family proud 16 Apr 2024

" **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**

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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