

Joe Public ranked number one at the 2023 Pendorring Awards for the third consecutive year

Issued by [Joe Public](#)

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Growth agency, Joe Public, is excited to announce and celebrate winning 45 awards at this year's Pendorring Awards. The agency was recognised as agency of the year for the third consecutive year and was honoured to receive the Prestigious Umpetha Award.



The Pendorring Awards celebrate and recognise excellence in advertising and marketing created in one or more of South Africa's indigenous languages. The Pendorings encourage the creative evolution of indigenous language communication, and this year, they celebrated the affluence of creative content that speaks to South Africa. Top agencies were lauded for their astounding multilingual work within the industry.

Co-managing director of Joe Public, Mpume Ngobese, says creatives should always keep in mind that South Africa is a diverse country and a multicultural society – therefore, brands and campaigns should appeal to them.

"Kusemqoka ukuba sikhqize umsebenzi wobuciko oqondene neNingizimu Afrika. Futhi sikholwa wukuba indlela ephuma phambili yokufeza lokhu wukwakha umsebenzi wobuciko ongaqhelile kulokho okwaziwa ngabantu ngokwezilimi zabo. Kusithokozisa kakhulu ukwaziwa komsebenzi esiwenzela amaklayenti ethu," comments Ngobese.

Translation: "It is imperative for us to produce creative work that speaks to South Africa. And we believe that the best way to achieve this is by crafting creative work that people understand in their own languages. We are delighted to see the work we do for our clients being recognised," comments Ngobese.

Joe Public is trots op die doelwit van groei – vir sy mense, kliënte en land, deur die mag van kreatiwiteit. Die werk wat by die Pendorings toekennings ontvang het, vertoon die uiteenlopende en boeiende werk wat deur Joe Public geproduseer word.

Translation: Joe Public prides itself on its purpose of growth – for its people, clients, and country, through the power of creativity. The work awarded at the Pendorings showcased the diverse and compelling work produced by Joe Public.

In conclusion, Ngobese said: “Singathanda ukuhalalisela bonke abadle umhlanganiso futhi sibonga abantu bakithi kanye namaklayenti ethu ngokuba yingxeny yalolu hambo lokukhula.”

Translation: “We would like to congratulate all the other winners and thank our people and our clients for being part of this journey of growth.”

Joe Public is honoured to have been awarded:

Prestigious Umpetha		
Created by	Client / Brand	Title
Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudioJoe / Johannesburg + InJozi / Johannesburg	Chicken Licken	Gwijo Formations
Gold Pending		
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear
Campaign Gold		
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Junior
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Leap Year
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Baldie
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiXhosa
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - Setswana
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiZulu
Silver Pending		
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear
Joe Public United / Johannesburg + Audio Militia / Johannesburg + InJozi / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Gwijo Formations
Campaign Silver		
Joe Public United / Johannesburg	POWA	Rape Portraits 1
Joe Public United / Johannesburg	POWA	Rape Portraits 2
Joe Public United / Johannesburg	POWA	Rape Portraits 3
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Mbappe
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Durag
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Mitchells Plain
Craft Gold		
Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudioJoe / Johannesburg + InJozi / Johannesburg	Chicken Licken	Gwijo Formation
Campaign Craft Gold		
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Junior
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Leap Year
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Baldie
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Mbappe
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Durag
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Mitchells Plain
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - Setswana

Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiZulu
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiXhosa
Craft Certificate		
Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudioJoe / Johannesburg + InJozi / Johannesburg	Chicken Licken	Gwijo Formations
Campaign Craft Certificate		
Joe Public / JOHANNESBURG	SAB AB InBev	AI vs AI: Inkubeko YamaXhosa – Xhosa Culture
Joe Public / JOHANNESBURG	SAB AB InBev	AI vs AI: Setso Sa Setswana – Tswana Culture
Joe Public / JOHANNESBURG	POWA	Rape Portraits 1
Joe Public United / Johannesburg	POWA	Rape Portraits 2
Joe Public United / Johannesburg	POWA	Rape Portraits 3
Joe Public / JOHANNESBURG	SAB AB InBev	AI vs AI: Isiko LamaZulu – Zulu Culture
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Nedbank	Avoid The Queue - Elevator Hit
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Nedbank	Avoid The Queue - Shopping Affair
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Nedbank	Avoid The Queue - Tyre Puncture
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Mbappe
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Durag
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Childish Parents - Mitchells Plain
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Junior
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Baldie
Joe Public United / Johannesburg + StudioJoe / Johannesburg	Chicken Licken	Life Choices - Leap Year
Joe Public United / Johannesburg	Chicken Licken	Mistaken Identity
Joe Public United / Johannesburg	Chicken Licken	Found A Lost Lover
Joe Public United / Johannesburg	Chicken Licken	Man From The Future

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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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