

Joe goes to the rodeo





Joe Public recently celebrated its second birthday with a lively Wild West hoedown for its hard-working staff, top clients and VIP guests. A mechanical bull in the courtyard tested bravado and stamina - requisite qualities needed for the ad industry - while line-dancing lessons from the Rodeo Girls in the marquee taught guests to be a bit more nimble-footed (also not bad a quality for the industry).

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