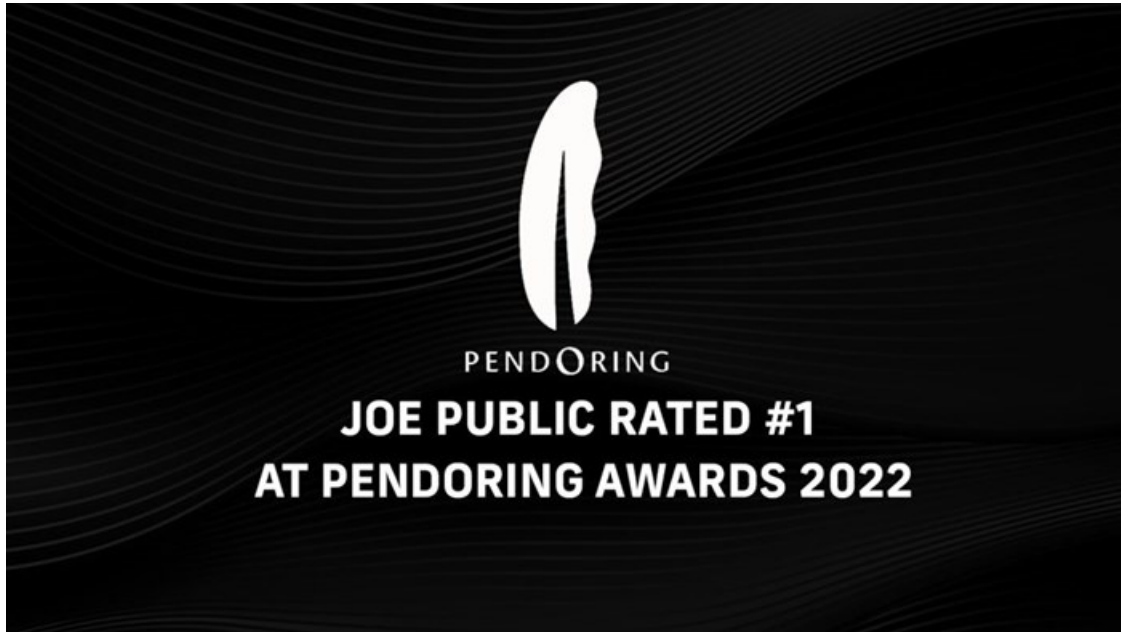


Joe Public ranked number 1 agency at 2022 Pendoring Awards

Issued by [Joe Public](#)

10 Nov 2022

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	Sounds of Craving
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Film

Gold	Online Film & Commercials	Joe Public United	Castle Milk Stout	Last Stories Of Culture
Silver	Non-Broadcast Video and Film	Joe Public United	Chicken Licken	Taxi TV
Silver	Branded Content Film	Joe Public United	Chicken Licken	Taxi TV

Integrated Communication

Gold	Integrated Multimedia – Campaign	Joe Public United	Castle Milk Stout	Last Stories Of Culture
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Out-of-Home

Campaign Silver	In-store	Joe Public United	Chicken Licken	Smallest Big Hunger Filler – School
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Print Communication

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

Radio

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

* 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 Cape Town puts 'eats' into everything in latest Uber Eats TVC 17 Nov 2023



Joe Public

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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