

Joe Public to participate in the growth of female creatives at Cannes

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Joe Public's Katherine Glover has been selected to attend the Cannes "See It Be It" 2015 initiative. See It Be It is a project that was initiated by Cannes in 2014 to highlight the existence of very talented creative women in the industry, accelerate their careers, expose the powers women bring to the work, and encourage agencies to nurture women's careers from the inside.



Over 200 talented women were nominated by agency leaders, of which only 12 were selected. Of the 12, only Katherine is from South Africa, flying the flag high for Joe Public. She is a young and vibrant copywriter, with six years experience and a few local and international awards under her belt. "I am absolutely thrilled with the opportunity," said Katherine. "After a two week interview process, I couldn't believe I had been selected. I am truly honoured and I can't wait to learn from some of the industry's leading women."

Katherine will enjoy a full week's pass, meet with Cannes speakers, attend special talks, enjoy a tour of the jury rooms and also attend an exclusive mentorship event. "Growing our people is one of the reasons we exist as Joe Public. The Cannes Advertising Festival is an opportunity to really experience the heartbeat of our global creative industry and is a real kickstart to exponential creative growth. We are so proud of the many talented and dedicated women we have here at Joe Public and look forward to growing some of the industry's future women leaders. There has never been a better time to inspire women to dream the possible dream," concluded Roanna Williams, Creative Director, Joe Public.

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