

The winning streak continues for Joe Public Connect

Issued by [Joe Public](#)

12 Nov 2018

The Direct Marketing Association of South Africa's Assegai Awards recognises integrated marketing excellence and raises the industry bar as we see the growing standard of winning work. As an agency group Joe Public United lives its purpose of growth and believes in always doing better than their best. Continuing this trend the group saw specialist digital agency, Joe Public Connect at the forefront of this year's Assegai Awards.



Following the team's leading performances at the 2018 New Generation Awards the fast-rising digital agency had a total of 12 finalists, with Joe Public Connect compounding the group's winning streak with all 12 awards converted on the night. On top of that Joe Public won 3 awards, totalling 15 awards for Joe Public United. In addition Joe Public Connect also took home the Assegai's coveted Agency of the Year, Brand of the Year for **black** and shared the Zinthatu Award that demonstrates consistent excellence of work each year.

With more awards added to Joe Public Connect's shelves, the agency continues to be a rising digital force to be reckoned with in the field of digital direct marketing and customer experience, striving to deliver brand growth and result-yielding campaigns. "At the core of Joe Public Connect is the strength of our relationships with our clients, it is an engine for greatness. When clients put their trust in us and what we do, it drives and develops creativity and innovation," says Dani Morley, Managing Partner Joe Public Connect. It was campaigns for clients Anglo American, SAB, **black** and Chicken Licken® across varying categories that stood out showcasing the agency's excellent work.



"It is truly an honour to see our efforts being recognised and awarded. If our people see their hard work paying off, it drives us to keep working harder. Hard work is a catalyst for growth and since the growth of our people and our clients is ingrained in everything we do, our success at this year's Assegai Awards is testament to that," says Dylan Mclean,

Awards Table:

Experiential Media			
Award	Entry Agency	Brand	Product
Gold	Joe Public	Apartheid Museum	Bill of Rights
Online Campaigns			
Bronze	Joe Public Connect	Chicken Licken	Double Chick'n Boerie™ Burger Debate
Bronze	Joe Public Connect	Black	The Future of Entertainment. Now.
Social Media (Social Media Platforms)			
Bronze	Joe Public Connect	Chicken Licken	Hotwings® Sbu 2.0
Art Direction			
Gold	Joe Public Connect	Black	The Future of Entertainment. Now.
Gold	Joe Public Connect	Chicken Licken	Hotwings® Sbu 2.0
Branded Content			
Gold	Joe Public Connect	Chicken Licken	Double Chick'n Boerie™ Burger Debate
Innovative Solutions			
Leader	Joe Public Connect	SAB	Your Business in Lights Billboard
Gold	Joe Public Connect	Black	The Timeline Takeover
Gold	Joe Public Connect	Black	Boring Pre-Roll Ads
Most Effective Use of Content			
Leader	Joe Public Connect	Anglo American	A Day at a Modern Mine
Use of New Technologies			
Silver	Joe Public Connect	SAB	Your Business in Lights Billboard
Silver	Joe Public Connect	SAB	The Invisible Issue
NPO Direct Marketing			
Gold	Joe Public	One School at a Time	Never Unsanitary Pads
Gold	Joe Public	POWA	The News You Need To See

▪ **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

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