

# Joe Public Connect scoops 'Digital Agency of the Year' at this year's New Gen Awards

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Gold was certainly on the cards for Joe Public Connect at the New Generation Social & Digital Media Awards ceremony that honours innovative technology and inventive social and digital media.



Brand and advertising group Joe Public United continued their winning streak with its integrated digital agency, Joe Public Connect, breaking new ground in the digital sphere. Following their success of being the most awarded agency in 2017, the team walked home with an impressive list of 14 awards that included the coveted Digital Agency of the year, Digital Brand of the Year (Black by Cell C), and Corporate of the Year (SAB) titles.

Winning across a wide range of categories, the awards collected are not only a demonstration of the agency's diverse strengths, but is living testament to the agency's purpose of growth through integral digital innovation.

The growth of their people is an important purpose pillar for the digital agency and as such, evidence of this can be seen in the Gold accolades won in the individual categories scooped for Best Community Engagement Manager Award and Best Digital Designer of the Year. Last night's award show proved just how Joe Public Connect have been magnifying South African Breweries, Chicken Licken®, Anglo American and **black** in the digital space.

"These awards mark an important step change in our agency, where we want to develop more customer-experience led solutions for our clients. In 2019 we will continue this passion and focus as part of our core offering to clients," says Dani Morley, Managing Partner Joe Public Connect.

Award	Category	Brand	Agency	Campaign
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Gold	Most Innovative Use of Social Media	Black	Joe Public Connect	Launch Campaign
Silver	Best Use of Technical Innovation	SAB	Joe Public Connect	The Invisible Issue
Gold	Most Innovative gamification campaign	SAB	Joe Public Connect	Beer Finder
Bronze	Excellence in Content Marketing	Chicken Licken	Joe Public Connect	Boerie Debate
Gold	Most Innovative Use of Digital Media	SAB	Joe Public Connect	Your Business in Lights Billboard
Gold	Most Innovative Use of Digital Media by an agency	SAB	Joe Public Connect	Your Business in Lights Billboard
Silver	Best Integrated campaign by an agency	Chicken Licken	Joe Public Connect	Boerie Debate
Gold	Most Innovative Social Media campaign by an agency	Black	Joe Public Connect	Launch Campaign
Gold	Best Corporate Website	Chicken Licken	Joe Public Connect	
Gold	Best Community Engagement manager award		Joe Public Connect	
Gold	Best Digital Designer		Joe Public Connect	
Brand of the Year		Black	Joe Public Connect	
Corporate of the Year		SAB	Joe Public Connect	
Agency of the Year			Joe Public Connect	

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▪ **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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