

# Joe Public brings home 12 Loeries

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Advertising agency Joe Public has great reason to celebrate. Over the past 12 months, the agency has worked hard to meet strategic and creative goals, culminating in 12 Loerie Awards and as a result of the newly implemented Creative Circle Creativity Points system, Joe Public has received an overall fifth place ranking at the 2008 Loerie Awards in Margate.

"We are still celebrating!" says Joe Public's MD Gareth Leck. "Our clients and staff are equally thrilled at our Loeries accomplishments. The awards are confirmation that we have made great strides in raising our creative and strategic bars in-house. It does not however mean that we can rest on our laurels, as we will continue to push to greater heights in the future."

Joe Public brought home four Gold Loeries, three Silvers, four Bronzes, as well as a Craft Certificate. Awarded brands included Clover, Spier, kalahari.net, Arrive Alive, Rock 4 AIDS, Tuffy and for the agency's newly launched CI.

"Four of our Loerie Awards were won in conjunction with Gloo Digital Design who assisted us greatly in implementing a state-of-the-art Joe Public website which provides great insight into who we are, how we think and operate," he says.

"Of all the accolades achieved at the 2008 Loeries, it must be said that our greatest achievement was that Simone Rossum (part of our creative team) was awarded a Gold Loerie for 'South Africa's Best Young Creative 2008'. Our philosophy is 'For People, By People' and this award is living proof that our company is delivering on this promise to stimulate growth and bring out the best in our people," added Gareth.

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**Joe Public**

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