



## Corporate Profile

### Joe Public 1998

**WE GO BY THE NAME OF**

Joe Public Take-Away Advertising.

**OUR CORE SPECIALITY IS**

Rare, Medium and Well-Done advertising.

**OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS**

Well-Done Livewire Electric Fencing print campaign.

**OUR BIG CLIENTS**

Livewire Electric Fencing, Sportshoe World.

**OUR OLDEST ACCOUNTS**

Livewire Electric Fencing (6 months).

**ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS**

Livewire Electric Fencing, Ice Model Management, Sportshoe World, Storm Model Management, VSI.

**ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS**

None.

**WHO OWNS US**

100% independently owned.

**OUR BEE RATING**

Not applicable.

**OUR REVENUE BAND**

R1 million.

**THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE**

3.

**WHO'S THE BOSS**

Gareth Leck and Pepe Marais.

**OUR BUSINESS IN 140 CHARACTERS**

A Take-Away advertising agency intent on changing the world of advertising.

**OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS**

Seeing our sign go up on our shop on 142a Loop Street, Cape Town.

**SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US**

+27 (0)21 423 4599

gareth@joepublic.co.za

Thank you to all our clients and

our people for helping us get here.

## Corporate Profile

### Joe Public United 2017

**WE GO BY THE NAME OF**

Joe Public United.

**OUR CORE SPECIALITY IS**

Integrated brand and communication solutions  
Joe Public (ATL)  
Ignite Joe Public (BTL)  
Connect Joe Public (Digital)  
Engage Joe Public (PR)  
Shift Joe Public (Brand Design).

**OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS**

Nedbank rebrand – See Money Differently.

**OUR BIG CLIENTS**

Anglo American, Chicken Licken, Clover, Jet, Nedbank & SAB.

**OUR OLDEST ACCOUNTS**

Clover (13 years), Anglo American (10 years), CCI (8 years), Jet (5 years), Nedbank (4 years) & McCain (4 years).

**ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS**

SAB, British American Tobacco, Adcock Ingram.

**ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS**

None.

**WHO OWNS US**

100% independently owned by senior management.

**OUR BEE RATING**

MAC Charter BBBEE Level 1.

**OUR REVENUE BAND**

R200 - 250 million.

**THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE**

275.

**WHO'S THE BOSS**

Gareth Leck and Pepe Marais.

**OUR BUSINESS IN 140 CHARACTERS**

A purpose-driven brand and communications group that focuses on the growth of our clients, our people and our country through the greatness of our product.

**OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS**

Being top of the APEX Awards tables for the second consecutive year, which is evidence of our single-minded growth purpose.

**SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US**

+27 (0)10 591 7770

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