

# Joe Public United leads the way in creative effectiveness

Issued by [Joe Public](#)

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Creative ideation that really works, and converts to hard sales, is the measure of excellence at the Apex Awards' Show. These awards are held in high esteem at Joe Public United as it reinforces and represents the agency's purpose - growing their clients through great creativity. This year Joe Public United led the way scooping up three awards at the ceremony, with one Special Award, together with Mediology, for the Brothers for Life Medical Male Circumcision Drive campaign.



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The group received a Silver Apex in the Change Category for iliadin's *Man Flu* campaign. Conceptualised and launched in May 2015 by Ignite Joe Public, this logic and magic campaign was just the tonic iliadin® needed to exceed its target by 2% during the campaign period, with an overall 9% improvement versus the previous year's targets. The campaign made use of key research insights and showcased the myth of 'man-flu' from a woman's perspective, highlighting the 'pain' she too has to endure as her man suffers from the flu. This, coupled with the efficacy claim that iliadin® can reduce the duration of a cold by one to two days, was captured in one winning campaign statement, *End both your suffering two days sooner with iliadin®.*

The group also received a Silver Apex in the Sustain Category for Joe Public and Nedbank's [Savvy](#) campaign, a campaign that grew this segment of retail clients from 4,83 million to 6,8 million by 2014 and then to 7,1 million by 2015. It was in 2012 that Joe Public and Nedbank changed Eugene from the voice of the bank to the voice of the consumer allowing the bank to educate South Africa to become 'savvy with their money' adding value across all aspects of consumers' lives.

Finally a Bronze Apex was scooped in the Sustain Category for Joe Public and Brothers for Life, [Medical Male Circumcision \(MMC\)](#) campaign drive – an insight-driven strategy that led to three creative campaigns, from 2012 to 2015 that included TV, radio, out of home, print, digital and mobile. This important campaign managed to educate on the medical benefits, increasing knowledge of MMC by 925%. It also amplified conversations taking place on the subject, which saw a drastic increase in the likelihood of men intending to get circumcised and ultimately contributed to an astonishing rise in circumcision prevalence from 37% to 70%.

"Effectivity is key to our belief as an agency that great work grows our clients. Winning Apex Awards is something we take very seriously as an agency as it validates our belief that great work beats the growth line," said Pepe Marais, Chief Creative Officer of Joe Public United.

[See the work:](#)

iliadin®: <http://ignite.joepublic.co.za/work>

Nedbank Savvy: <http://bit.ly/29fKWIZ>

Brothers for Life/MMC: <http://bit.ly/29fKBpu>

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**Joe Public**

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