

Agency expectations with... Joe Public

In our feature running until [Loeries Creative Week](#) in Durban this August (yes, August, not September and Durban, not Cape Town!), we find out what Joe Public's creative team of Adam Weber and Roanna Williams expect...



Adam Weber and Roanna Williams

1. What's your official job title and how long have you been at the agency?

Weber: Executive Creative Director, and I've been at Joe Public for two years.

Williams: I am a Creative Director and have also been working at Joe Public for just over two years.

2. How long has your agency been attending the Loeries?

Weber: Since it was founded, I guess. Probably in the days of Sun City.

Williams: About 15 years.

3. What's your biggest Loeries highlight of years past?

Weber: It took me a couple of years early on in my career to finally make it onto the stage, so that was a big highlight, as was winning a Grand Prix. Joe Public had a great Saturday night last year, so we celebrated accordingly.

Williams: My biggest Loerie highlight was when Xolisa Dyeshana stood up on stage and performed what it would be like to sell "Dumb ways to die" to Transnet.

4. What are you most looking forward to from Loeries Creative Week 2015, set to hit Durban in August?

Weber: A change of scenery, worthy winners and hopefully a more contained event, where the industry sees more of each other during the week.

Williams: Sunshine, some great work and learning.

5. Tell us some of your own agency work you're entering this year.

Weber: A big piece for Joe this year will be the Dialdirect TVC. There is some good radio to support it, too. We have a few

good print pieces and we always seem to feature in the activation space. This year we'll be entering some interesting Nedbank work here.

Williams: Our Dialdirect TVC, "Notebook". This is an ad that no matter how many times I view it, it sends tears down my cheeks. An activation ATM piece for Nedbank and some beautifully crafted print ads.

6. Who do you predict will win big this year, and why?

Weber: Sanlam One Rand Man. It's such a smart piece of integrated work. Also the Santam TVC. I love this insightful and entertaining piece.

Williams: Sanlam One Rand Man. I think this piece jumps out from the 'crowd'. It's super smart and a very unique social experiment. And of course, our Dialdirect "Notebook", as it's based on such a powerful insight and it makes you cry.

Lots to look forward to, it seems. For more on what to expect from this year's Loeries' Creative Week, visit the [official Loeries website](#) or our special [Loeries Creative Week](#) section.

ABOUT LEIGH ANDREWS

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