

# Chicken Licken wins Brand of the Year at the Loerie Awards for the 7th consecutive year

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This year, the Loeries celebrated a remarkable milestone - 45 years of championing creativity in the industry. The official rankings serve as a benchmark for performance in the brand communications industry in South Africa and the Middle East and inform the WARC Creative 100 rankings globally.



Growth agency, Joe Public, celebrated its Loeries performance this year, securing a total of 26 agency wins and six wins in partnership with production companies, including Amnesty International, Apartheid Museum, Chicken Licken, Engen, Nedbank, POWA, SAB (AB InBev), and Uber Eats. These wins are clear evidence of the agency's commitment to delivering exceptional creative solutions inspired by its growth purpose. The growth of its people, its clients, and its country, through the power of creativity.

The biggest standout achievement for the agency was Chicken Licken's seventh consecutive win as the Loeries 2023 Brand of the Year. This accomplishment was a major cause for celebration for Joe Public as it is unprecedented in recent Loeries history. It's a testament to the exceptional partnership that exists between the agency and Chicken Licken, as they continue to push creative boundaries together.

Additionally, the agency celebrated the growth of one of their own, Bernice Puleng Mosala, a talented copywriter at Joe Public. She was named the Loeries Young Creative of 2023, an accolade that speaks to her rapidly developing skills and dedication. Bernice exemplifies the agency's philosophy of fostering growth through creativity.

"Receiving recognition at the Loeries for our work is a fantastic accolade for Joe Public as well as our clients. Being ranked amongst some of the best agencies in the AME region inspires us to continue to be better than our best, as we believe there can be no growth without work," comments Xolisa Dyeshana, chief creative officer.

"Seeing the calibre of work from other agencies pushes us to continually strive to produce excellent and relevant South

African work, as we look to transform our industry into a shining example to the world,” adds Khuthala Gala-Holten, co-managing director.

For the official 2023 rankings, please visit the [Loeries website](#).

## Agency awards

Brand	Title	Product	Award
Bernice Puleng Mbsala	Integrated Copywriter		Gold
Chicken Licken	Childish Parents - Mbappe, Durag, Mitchells Plain	Chicky Licky	Campaign Gold
Chicken Licken	Undeclared Since Forever	Brand	Gold
Chicken Licken	Thank You For Complaining - Gwijo Avenue, S.N.E, Keith Juluka	Brand	Campaign Silver
Chicken Licken	Not So Secret, Secret Menu - Post Man, Surprise Party	Secret Menu	Campaign Silver
Chicken Licken	Life Choices - Junior, Leap Year, Baldie	Lunch Meal	Campaign Silver
Chicken Licken	Unbelievable - Mistaken Identity, Man From The Future, Found A Lost Lover	Easy Bucks® Meals	Campaign Silver
Nedbank	Reality Check	Investments	Silver
Amnesty International	The Real Maternity Issue	Amnesty International	Silver
Chicken Licken	Undeclared Since Forever	Brand	Silver
Chicken Licken	Unbelievable	Easy Bucks® Meals	Silver
Amnesty International	The Real Maternity Issue	Amnesty International	Bronze
Chicken Licken	Gwijo Formations	Brand	Bronze
Apartheid Museum	Uncensored Freedom	Brand	Bronze
Chicken Licken	Gwijo Formations	Brand	Bronze
POWA	Rape Portraits - Rape Portrait 1, Rape Portrait 2, Rape Portrait 3	Non-Profit Organisation	Campaign Bronze
SAB (AB InBev)	Zikhethile - Isinqumo Ngesakho - Episode 1, Episode 2, Episode 3, Episode 4, Episode 5	SAB SHARP	Campaign Bronze
Nedbank	Gogo Bear - iBhubesi Eliphenduka iHhashi, uDyakalashi Nengwe, Mbpone Le Sego Sa Gagwe	Nedbank Children's Affinity	Campaign Bronze
Engen	What you can't get - At 5am... At 3am... At 4am...	Quickshop & Co	Campaign Bronze
Uber Eats	Foodie Time - Deep-fried, Poke Bowl	Uber Eats	Campaign Bronze
SAB (AB InBev)	Have they skipped? - Treehouse, Vrr phaaa	Hansa Pilsener	Campaign Bronze
Chicken Licken	Life Choices - Junior, Baldie, Leap Year	Lunch Meal	Campaign Craft Certificate
Chicken Licken	Not So Secret, Secret Menu	Secret Menu	Craft Certificate
Chicken Licken	Gwijo Formations	Brand	Craft Certificate
Chicken Licken	Undeclared Since Forever	Brand	Craft Certificate

## Partnership awards

FILM: DIRECTION				
Agency / Entrant	Brand	Title	Product	Award
Romance	Chicken Licken	Undeclared Since Forever	Chicken Licken	Craft Certificate
Romance	Chicken Licken	Big John, Ya' hunga forever	Big John burger	Craft Certificate
Darling Films	There's a SoulSister in All of Us	Chicken Licken	Chicken Licken	Craft Certificate
FILM: SPECIAL VISUAL EFFECTS				
Agency / Entrant	Brand	Title	Product	Award
Romance	Chicken Licken	Big John, Ya' hunga forever	Big John burger	Craft Gold
DESIGN: MOTION GRAPHIC DESIGN				
Agency / Entrant	Brand	Title	Product	Award
Wicked Pixels	Nedbank	Nedbank Brand Campaign 2022	Banking	Bronze
FILM: BEST USE OF LICENCED MUSIC				
Agency / Entrant	Title	Brand	Product	Award
Darling Films	There's a SoulSister in All of Us	Chicken Licken	Chicken Licken	Craft Certificate

" **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 Cape Town puts 'eats' into everything in latest Uber Eats TVC** 17 Nov 2023



**Joe Public**

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