



**Solidarity
Fund**

Unity in action

MEDIA RELEASE

THE SOLIDARITY FUND APPOINTS JOE PUBLIC AS AGENCY FOR BEHAVIOURAL CHANGE CAMPAIGN | 17 NOVEMBER 2020

Johannesburg, 17 November 2020 – The Solidarity Fund is pleased to announce the appointment of [Joe Public United](#) as marketing and communications agency for the Fund's upcoming second behavioural change campaign.

As we approach the festive season, it's more important than ever that South Africans continue to practice safe, responsible behaviours to slow the spread of the COVID-19 pandemic. Although the economy, out of necessity, is starting to open up, the pandemic is still a part of our lives and this campaign will aim to remind citizens that the most effective weapon against the virus lies with them – taking responsibility for their own behaviours by wearing a mask, washing hands and practicing social distancing.

Joe Public was chosen after a rigorous selection process involving 25 Association for Communication and Advertising (ACA) member agencies that took place over 3 weeks and was adjudicated by an independent selection committee led by Wendy Tlou, the Solidarity Fund's Behavioural Change Pillar Executive Head. The agency selection process was run in accordance with ACA's [Code of Conduct](#) on Procurement of Marketing, Advertising, Communications and PR Services/Products.

The integrated campaign, to be implemented by the agency on a cost-recovery basis, will roll out in a phased approach with an overall budget of R100 million over a 6 month period. The first phase, which will run from 18 December to end January 2021, has been allocated R40 million. The Solidarity Fund will work closely with Joe Public to define and implement subsequent phases that will be informed and agreed upon following the achievement of set targets as measured by strict monitoring and assessment.

For detailed information and reporting about donations received, projects and approvals, as well as the impact the Fund is having, visit www.solidarityfund.co.za.

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