

Pendoring Awards winners announced

The Pendoring Awards winners were announced last night with Joe Public winning the prestigious Umpetha Award.



Source: Pendoring Awards [Pendoring Awards](#) Genocide | Ukubulawa kwabantu that won a Gold

The Awards took place at UJ Arts Centre, in Johannesburg. This year saw a record number of entries.

The winners

Prestigious Umpetha		
Created by	Client / Brand	Title
Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudiJoe / Johannesburg + InJozi / Johannesburg	Chicken Licken	Gwijo Formations
Overall Student Winner		
Red and Yellow Creative School of Business / Cape Town + Duncan Schröder / Cape Town	Babylonstoren	Melkert
Gold Pendoring		
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear
Red and Yellow Creative School of Business / Cape Town + Philipa Scholtz / Cape Town	Blompot	Blompot
Karlien De Villiers / Stellenbosch + Thabo Ngwenya / Stellenbosch + Stellenbosch University / Stellenbosch	United Nations (Genocide Prevention)	Genocide Ukubulawa kwabantu
Katlego Keogale / Johannesburg + Pan Macmillan / Johannesburg	Pan Macmillan	Iculo likaZandi
Campaign Gold		
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Junior
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Leap Year
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Baldie
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiXhosa
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - Setswana
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiZulu
TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg	Nissan South Africa	Lala & Lolo's sleepover
TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg	Nissan South Africa	Nono's Surprise
TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg	Nissan South Africa	Bheki's Bae
Freckle Creative / Johannesburg + Janeske Rademan + Jorrie van de Waldt + Sean Habib	LekkeSlaap	Ons LekkeSlaap Baie
Freckle Creative / Johannesburg + Jorrie van de Waldt + Sean Habib	LekkeSlaap	Mboi Aande, Mboi Plekke
Freckle Creative / Johannesburg + Jorrie van de Waldt + Sean Habib	LekkeSlaap	LekkeSlaap...vir Almal!

Silver Pendering		
Sana Machabi / Johannesburg + Christa van Zyl / Johannesburg + Deirdre Pretorius / Johannesburg	Kurisani	KURISANI - A Tsonga folklore tale trailer
Philasande Masoga / Johannesburg + Christa van Zyl / Johannesburg + Zanele Mkoena / Johannesburg + Refilwe Baphutha / Johannesburg	King Korn	#UnitedThroughCulture
Philasande Masoga / Johannesburg + Osmond Tshuma / Johannesburg + Christa van Zyl / Johannesburg	Vulamehlo Kusile Organisation [VUKO]	VUKO branding
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear
Joe Public United / Johannesburg + Audio Militia / Johannesburg + InJozi / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Gwijo Formations
Red and Yellow Creative School of Business / Cape Town + Nelleke van Niekerk / Cape Town + Jordyn Martini / Cape Town	Vespa	Ry, Dammit!
IIE-Vega	Period	Period
McCann Joburg / Johannesburg	Steers	New Packaging
Tshepo Masilo / Johannesburg + Takealot.com / Cape Town + KeyCommunications / Johannesburg	Takealot.com	Takealot Just Tap Wifi Wall Tembisa
IIE-Vega / Durban + Jody Simpson / Durban + Dali De Swardt / Durban	Dark and Lovely	Own who you are
Berenice Albertse / Cape Town + Wiehan De Jager / Cape Town	Katjie Piering Asian Eetplek	M So Lekker! Katjie Piering Asian Eetplek
Angelina Faria / Cape Town + Wiehan De Jager / Cape Town	Branders en Broodjies	Branders en Broodjies
New Africa Books / Cape Town + Subi Bosa / Cape Town + Nicola Rijdsdijk / Cape Town + Sewela Langeni / Cape Town	New Africa Books (PTY) LTD	Making Friends with Feelings
New Africa Books / Cape Town + Lawrence Schimel / Cape Town + Dusanka Stojakovic / Cape Town + Nicola Rijdsdijk / Cape Town	New Africa Books (PTY) LTD	Early One Morning & Bedtime, Not Playtime
Karliene De Villiers / Stellenbosch + Malakhiwe Mahlulo / Stellenbosch + Meke Hall / Stellenbosch	Modal: Cultural Soundscapes - Xhosa Music	Umculo wamaXhosa Cultural Soundscapes
TBWA\ Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Post Modern / Johannesburg + Audio Militia / Johannesburg	MTN South Africa	Gwijo
TBWA\ Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Post Modern / Johannesburg + Audio Militia / Johannesburg	MTN South Africa	The Silent Choir
Jessica Powell / Potchefstroom + Tian Zietman / Potchefstroom + Jo-Ann Chan / Potchefstroom	Creative	Kleitjie bou 'n huisie
LAPAPublishers (a division of Penguin Random House South Africa (Pty) Ltd) + Full Circle + Zinelda McDonald	LAPAPublishers	Pampoenpit kry'n beat
Zinelda McDonald / Johannesburg + Pan Macmillan / Johannesburg	Pan Macmillan	Masidlaleni
Subi Bosa / Johannesburg + Pan Macmillan / Johannesburg	Pan Macmillan	Nna yo o kgethegileng
Campaign Silver		
Joe Public United / Johannesburg	POWA	Rape Portraits 1
Joe Public United / Johannesburg	POWA	Rape Portraits 2
Joe Public United / Johannesburg	POWA	Rape Portraits 3
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Mwappe
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Durag
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Mitchells Plain
IIE-Vega	Okja oat milk	WWE geveg
IIE-Vega	Okja oat milk	Hospitaal grid
IIE-Vega	Okja oat milk	Magical car guards
The Man Who Isn't There	The Man Who Isn't There	Modumo II - "Heirloom White"
The Man Who Isn't There	The Man Who Isn't There	Modumo II - "Granite"
Craft Gold		
Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudiJoe / Johannesburg + InJozi / Johannesburg	Chicken Licken	Gwijo Formation
Red and Yellow Creative School of Business / Cape Town + Philipa Scholtz / Cape Town	Blompot	Blompot
Red and Yellow Creative School of Business / Cape Town + Duncan Schröder / Cape Town	Babylonstoren	Melkert
Berenice Albertse / Cape Town + Wiehan De Jager / Cape Town	Katjie Piering Asian Eetplek	M So Lekker! Katjie Piering Asian Eetplek
Greenside Design Center College of Design / Johannesburg	Type Drives Culture	Type Drives Culture
Karliene De Villiers / Stellenbosch + Cayla Basson / Stellenbosch	Vrou van die See Prenteboek	Vrou van die See
TBWA\ Hunt Lascaris / Johannesburg + Audio Militia / Johannesburg + Post Modern / Johannesburg + Darling Films / Johannesburg	MTN South Africa	The Silent Choir
Campaign Craft Gold		
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Junior

Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Leap Year
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Baldie
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Mbappe
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Durag
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Mitchells Plain
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - Setswana
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiZulu
Joe Public United / Johannesburg	Nedbank Affinity	Gogo Bear - isiXhosa
Craft Certificate		
Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudiJoe / Johannesburg + InJozi / Johannesburg	Chicken Licken	Gwijo Formations
Red and Yellow Creative School of Business / Cape Town + Nelleke van Niekerk / Cape Town + Jordyn Martini / Cape Town	Vespa	Ry, Dammit!
Red and Yellow Creative School of Business / Cape Town + Meghan Fernie / Cape Town	Mboi Speel	Mboi Speel
Red and Yellow Creative School of Business / Cape Town + Natalie Ray / Cape Town	Twizza	Twizza the true flavour of community
IIE-Vega / Durban + Ally Chapman / Durban + Jody Simpson / Durban + Dali De Swardt / Durban	Sasko Bread	Respect
BOOMTOWN / Johannesburg + Wimpy / Johannesburg + THULE NGCESE / Johannesburg	Wimpy	u-Siri uhlulwa sis'Xhosa
Dit&Dat Ontwerp / Cape Town + What is new / Johannesburg + DPK Productions / Cape Town	KOER	Moenie 'n Koes wees nie. Koer!
Dit&Dat Ontwerp / Cape Town	Stoomasem	#wakpraat
TBWA \ Hunt Lascaris / Johannesburg + Audio Militia / Johannesburg + Post Modern / Johannesburg + Darling Films / Johannesburg	MTN South Africa	Gwijo
TBWA \ Hunt Lascaris / Johannesburg + Audio Militia / Johannesburg + Post Modern / Johannesburg + Darling Films / Johannesburg	MTN South Africa	The Silent Choir
TBWA \ Hunt Lascaris / Johannesburg + Sting Content Productions / Johannesburg	Pendoring Awards	Tietiekrap
The Odd Number	Newzroom Afrika	Loadshedding
Jessica Powell / Potchefstroom	Creative	Kleintjie bou n huisie
Campaign Craft Certificate		
The Odd Number	Game	Gwababa vs Game - Koko Mmantwa
The Odd Number	Game	Gwababa vs Game - Madimetja
Joe Public / JOHANNESBURG	SAB AB InBev	Al vs Al: Inkcubeko YamaXhosa – Xhosa Culture
Joe Public / JOHANNESBURG	SAB AB InBev	Al vs Al: Setso Sa Setswana – Tswana Culture
Joe Public / JOHANNESBURG	POWA	Rape Portraits 1
Joe Public United / Johannesburg	POWA	Rape Portraits 2
Joe Public United / Johannesburg	POWA	Rape Portraits 3
Joe Public / JOHANNESBURG	SAB AB InBev	Al vs Al: Isiko LamaZulu – Zulu Culture
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Nedbank	Avoid The Queue - Elevator Hit
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Nedbank	Avoid The Queue - Shopping Affair
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Nedbank	Avoid The Queue - Tyre Puncture
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Mbappe
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Durag
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Childish Parents - Mitchells Plain
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Junior
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Baldie
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Chicken Licken	Life Choices - Leap Year
Joe Public United / Johannesburg	Chicken Licken	Mistaken Identity
Joe Public United / Johannesburg	Chicken Licken	Found A Lost Lover
Joe Public United / Johannesburg	Chicken Licken	Man From The Future
M&C Saatchi Abel / Johannesburg + Aquanote Productions / Johannesburg	Nando's	Stuthuthu - Tripe meat
M&C Saatchi Abel / Johannesburg + Aquanote Productions / Johannesburg	Nando's	Stuthuthu - Reality TV Drama
M&C Saatchi Abel / Johannesburg + Aquanote Productions / Johannesburg	Nando's	Stuthuthu - Baby shower
BOOMTOWN / Johannesburg + THULE NGCESE / Johannesburg	AMillion Girls Foundation	War

BOOMTOWN / Johannesburg + THULE NGCESE / Johannesburg	AMillion Girls Foundation	Floods
BOOMTOWN / Johannesburg + THULE NGCESE / Johannesburg	AMillion Girls Foundation	Hunger
TBWA \ Hunt Lascaris / Johannesburg + Fresh Helga / Johannesburg	Pendoring Awards	Voorblad Storie
TBWA \ Hunt Lascaris / Johannesburg + Fresh Helga / Johannesburg	Pendoring Awards	Amapiano
TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg	Nissan South Africa	Lala & Lolo's sleepover
TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg	Nissan South Africa	Nono's Surprise
TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg	Nissan South Africa	Bheki's Bae
Machine_ / Johannesburg + Mbkgethwa Machaka / Johannesburg + Schalk Bezuidenhout / Johannesburg + Mantwa Toka / Johannesburg	Spotify	Ons Praat Niet Afrikaans Die, Ons Sing Dit – 1
Machine_ / Johannesburg + Mbkgethwa Machaka / Johannesburg + Schalk Bezuidenhout / Johannesburg + Mantwa Toka / Johannesburg	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit – 2
Machine_ / Johannesburg + Mbkgethwa Machaka / Johannesburg + Schalk Bezuidenhout / Johannesburg + Mantwa Toka / Johannesburg	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit – 3
The Odd Number	Game	Gwababa vs Game - Masechaba

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