

FCB Cape Town 'skitter' at the Pendorings

FCB Cape Town repeated its lavish performance of last year at this year's Pendorings awards for excellence in Afrikaans advertising at Vodaworld in Midrand. Besides harvesting six gold awards, its creative director Francois de Villiers also waltzed away with the coveted Prestige Award, winning himself an overseas study bursary courtesy of kykNET.

FCB Cape Town's six golds were for the categories: Campaigns below the line (Klipdrift KKNK); News Papers and Magazines (Deere John); Posters (Tik-Tik Bom); Design (Roomdrop); and Best Advertisement Originally in Afrikaans (Gatbom). De Villiers received the Prestige Award for his creative conceptualisation of the Deere John ads.

FCB Cape Town also received five silver awards and FCB Johannesburg also got gold Pendorings for its radio ad, 'Voorbarig'. Stefanus Nel, last year's Prestige awardee, this year struck gold for Lobedu Leo Burnett with his Pendorings 2005 Above the Line campaign 'Lost in translation/Snoek'. Nel became the first copy writer to win a Golden Lion at Cannes this year with an Afrikaans ad, the very one that won him last year's Prestige Award (Coca-Cola Twist's Rooibank/Althe/Stephanie).

Net#workBBDO received two golden Pendorings, one for 'Shopping' in the Truly South African category, and the other for the daring Aids awareness advertisement 'Big Daddy' in the Homegrown/Tuisgebak category. Competition in these two categories proved exceptionally strong this year.

Fun affair

The annual ceremony at Vodaworld in Midrand was the usual fun affair, packed with the elite of the Afrikaans media and advertising industry and the best goody bags in the industry! Klipdrift once again welcomed everyone with a 'vonkdop' - a lethal mixture of brandy and sparkling wine

The soulful Chris Chameleon (ex-Boo) entertained with his unique brand of music and heavy rockers Rooibaardt took the party into the 'moer-koffie' early hours. Soli Philander was master of ceremonies for the evening and his pithy patter kept things moving.

A record amount of agencies entered this year's Pendorings competition for excellence in Afrikaans advertising: 42 agencies, advertising schools, freelance copywriters and smaller creative companies took part, with more than 300 entries in the 17 categories.

Like last year, the student entries evoked mixed reaction. The finalists in the category student campaigns, New Media: Websites were extremely good, while the remainder of the entries in the student categories were disappointing, according to the judges.

"The professional entries of Websites can do themselves a favour and look at the student entries," is the opinion of judge Schalk van der Merwe, art director and copy writer at FCB Cape Town.

Judges

The full panel of judges consisted of Pepe Marais, creative director at Joe Public; Roela Hattingh of the Vega School of Advertising; Leon Jacobs of Saatchi & Saatchi; Thebe Ikalafeng of Brand Leadership; Anne Grobler, marketing manager of OUTsurance; Linette Retief, copy writer; Heindrich Wyngaard, *Rapport* journalist; Konstant van Huyssteen of Ogilvy Johannesburg; Riana Scheepers, award-winning author and language fundi, and Schalk van der Merwe of FCB in Cape Town.

Pendoring was sponsored once again this year by its founder members: ATKV, Caxton, *De Kat*, Kopieskrywersforum, kykNET, Media24 (papers and magazines), RSG and *Rapport*. The main sponsors were Absa, Oracle, SABC and Vodacom, with additional sponsorship by Ads24, Kulula.com, Klipdrift, Ontbytsake, Newsclip, Sanlam and Swartland Wineries.

The full results are:

CAMPAIGNS BELOW THE LINE/PROMOTIONS

GOLD

Title: *Klipdrift KKNK (rooi plakkie, wolf, boereworsgordyn, wonder bar...Etc.)*

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: André de Wet

Art director: Anthony de Klerk, Declan Sharp, Paul Carstens, Louise Pretorius

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

FINALIST

Title: *'n Kas is vir klere/n kas is vir skoene/vakuum-verpakte kultuur*

Agency: Joe Public

Creative director: Liezl-Mari Long, Pepe Marais

Copy writer: Francois Delport, Mpho Mahura

Art director: Brendan Hoffmann, Chris Lesser

Advertiser: e-Bucks

Product/service: E-Bucks space travel promotion

Production: Joe Public in-house production

FINALIST

Title: *My pen is in my hand*

Agency: Ogilvy South Africa (Cape Town)

Creative director: Gordon Ray

Copy writer: Gordon Ray

Art director: Carl Willoughby

Advertiser: Trudie Oosthuizen

Product/service: Korporatiewe Identiteit

Production: Ogilvy Repro
NEWS PAPERS

GOLD

Title: *Deere John*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Declan Sharp
Advertiser: Media24
Product/service: Landbouweekblad
Production: FCB Cape Town

FINALIST

Title: *Langjan*
Agency: Joe Public
Creative director: Pepe Marais
Copy writer: Francois Delpont
Art director: Chris Lesser
Advertiser: Clover
Product/service: Milk
Production: -

FINALIST

Title: *Riot*
Agency: The Jupiter Drawing Room South Africa
Creative director: Livio Tronchin
Copy writer: Peri van Paapendorp/Jakkie Brink
Art director: Kim McDonald
Advertiser: Associated Motor Holdings
Product/service: Hyundai

Production: -

MAGAZINES

GOLD

Title: *Deere John*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Declan Sharp
Advertiser: Media24
Product/service: Landbouweekblad
Production: FCB Cape Town

SILVER

Title: *Gatbom*
Agency: FCB Cape Town

Creative director: Francois de Villiers
Copy writer: Dylan Kidson/ André de Wet
Art director: Brenton Bubb
Advertiser: Media24
Product/service: Landbouweekblad
Production: FCB Cape Town

SILVER

Title: *Weet jy hy weet jy weet?*
Agency: Ogilvy Johannesburg
Creative director: James Daniels
Copy writer: Konstant van Huyssteen/Annette Nel
Art director: Mike Groenewald
Advertiser: kykNET
Product/service: Tweestryd

Production: -

RADIO

GOLD

Title: *Voorbarig*
Agency: FCB Johannesburg
Creative director: Adam Wittert
Copy writer: Lauren Shewitz
Art director: Vidette Kay
Advertiser: SABC
Product/service: Air sales
Production: Sonovision

SILVER

Title: *Waar was jy?*
Agency: TBWA Hunt Lascaris
Creative director: Paul Werner/Damon Stapleton
Copy writer: Stefanus Nel, Debbie Gynell
Art director: -
Advertiser: Nissan
Product/service: Hardbody
Production: Sonovision

FINALIST

Title: *Johannes*
Agency: FCB Johannesburg
Creative director: Adam Wittert, Brett Morris
Copy writer: Lauren Schewitz, Vidette Kay
Art director: -
Advertiser: Sonovision
Product/service: Voicebank
Production: Sonovision

TV/CINEMA

FINALIST

Title: *Juanita*

Agency: The Jupiter Drawing Room South Africa

Creative director: Livio Tronchin

Copy writer: Jakkie Brink

Art director: Jamie Mentz

Advertiser: Musica

Product/service: Juanita du Plessis CD

Production: -

FINALIST

Title: *Tannie*

Agency: TBWA Hunt Lascaris

Creative director: Paul Warner

Copy writer: Michelle Elisio

Art director: Zac Modirapula/Darren Borrino

Advertiser: IEC

Product/service: Municipal Elections

Production: Plank Films

STUDENT CAMPAIGNS

GOLD

Title: *Oppikoppi 12 Swart Skabies*

Agency: University of Pretoria

Creative director: Kelda van Heerden

Copy writer: Kelda van Heerden

Art director: Kelda van Heerden

Advertiser: Oppikoppi Productions

Product/service: Oppikoppi 12 festival

Production: -**SILVER**

Title: *Kleur van die Kaap*

Agency: Vega The Brand Communications School

Creative director: Klasi Coetzee

Copy writer: Lara Moses

Art director: Marwaan Sasman

Advertiser: Kaapse Klopse

Product/service: Kulturele Vermaak

Production: -

FINALIST

Title: *Blou Kersfees*

Agency: Vega The Brand Communications School

Creative director: Roela Hattingh, Hanneke Schutte

Copy writer: Nicolet Pienaar, Darren Meltz

Art director: Oliver Whyte

Advertiser: HTH
Product/service: HTH

Production: -

STUDENTS NEW MEDIA

GOLD

Title: *Pimp my wa*

Agency: Vega The Brand Communications School

Creative director: Bernard de Clerk/Andre van der Sandt

Copy writer: Bernard de Clerk/Andre van der Sandt

Art director: Bernard de Clerk/Andre van der Sandt

Advertiser: Voortrekker Monument

Product/service: Voortrekker Monument

Genomineerdes: Bernard de Clerk/Andre van der Sandt/Wessie vd Westhuizen

Production: -

FINALIST

Title: *Mulletsurprise.com*

Agency: North West University

Creative director: Ian Marley

Copy writer: Irene Smit

Art director: Willem Venter/Susan van Jaarsveld

Advertiser: -

Product/service: -

Production: -

FINALIST

Title: *Skoffel, Skaapbraai & Skuinslê*

Agency: North West University

Creative director: Ian Marley

Copy writer: Christo Kruger

Art director: Reinier Zandberg/ Catherine van Jaarsveld

Advertiser: -

Product/service: -

Production: -

STUDENTS SINGLE

FINALIST

Title: *Daar is regtig so iets*

Agency: Vega The Brand Communications School

Creative director: Roela Hattingh/Dorette Hoffmann

Copy writer: Dorette Hoffmann

Art director: Dorette Hoffmann

Advertiser: -

Product/service: -

Production: -

FINALIST

Title: *Horende Doof*

Agency: AAA School of Advertising

Creative director: -

Copy writer: Suria Erasmus

Art director: Suria Erasmus

Advertiser: -

Product/service: -

Production: -

FINALIST

Title: *Rou*

Agency: Vega The Brand Communications School

Creative director: Niik Botchway/Janet Berger

Copy writer: Petronella Pienaar

Art director: Petronella Pienaar

Advertiser: -

Product/service: -

Production: -

CAMPAIGNS ABOVE-/THROUGH THE LINE

GOLD

Title: *Lost in translation/Snoek*

Agency: Lobedu Leo Burnett

Creative director: Vanessa Pearson

Copy writer: Stefanus Nel

Art director: Alan Lewus/ Sanche Frolich

Advertiser: Pendoring

Product/service: Pendoring 2005

Production: Freshwater Films

FINALIST

Title: *Anatomie*

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: Schalk van der Merwe, Hanlie Kriel

Art director: Schalk van der Merwe

Advertiser: MNET

Product/service: Binnelanders

Production: FCB Cape Town

FINALIST

Title: *Raak Weg*

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: André de Wet
Art director: Declan Sharp
Advertiser: Media24
Product/service: Weg

Production: FCB Cape Town

PLAKKATE

GOLD

Title: *Tik-Tik Bom*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: Marius van Rensburg
Art director: Anthony de Klerk, Brenton Bubb
Advertiser: SANCA
Product/service: SANCA
Production: FCB Cape Town

SILVER

Title: *Kak idee*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: Marius van Rensburg
Art director: Anthony de Klerk, Brenton Bubb
Advertiser: SANCA
Product/service: SANCA
Production: FCB Cape Town

SILVER

Title: *Zuma slang*
Agency: Daddy buy me a pony/9 November
Creative director: Peet Pienaar, Donald Swanepoel
Copy writer: Donald Swanepoel
Art director: Peet Pienaar
Advertiser: Media24
Product/service: Die Son at KKNK

Production: Cow-Africa PR

DESIGN

GOLD

Title: *Roomdrop*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Anthony de Klerk, Declan Sharp, Paul Carstens, Lousie Pretorius
Advertiser: Distell
Product/service: Klipdrift
Production: FCB Cape Town

SILVER

Title: *Ear tag*

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: Dylan Kidson

Art director: Brenton Bubb

Advertiser: Media24

Product/service: Landbouweekblad

Production: FCB Cape Town

FINALIST

Title: *Lost in translation/Tattoo*

Agency: Lobedu Leo Burnett

Creative director: Vanessa Pearson

Copy writer: Stefanus Nel

Art director: Sanche Frolich

Advertiser: Pendoring

Product/service: Corporate Identity

Production: -

TRULY SOUTH AFRICAN

GOLD

Title: *Shopping*

Agency: Net#workBBDO

Creative director: Julian Watt

Copy writer: Gary du Toit/Mariana O' Kelly

Art director: Gary du Toit/Mariana O' Kelly

Advertiser: Nedbank

Product/service: The Children's Affinity Account

Production: Frieze Films

SILVER

Title: *Waar was jy?*

Agency: TBWA Hunt Lascaris

Creative director: Paul Werner/Damon Stapleton

Copy writer: Stefanus Nel, Debbie Gynell

Art director: -

Advertiser: Nissan

Product/service: Hardbody

Production: Sonovision

SILVER

Title: *Special Assignment*

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: Hanlie Kriel
Art director: Anthony de Klerk
Advertiser: Distell
Product/service: Klipdrift

Production: Passing Trains

OUTDOOR

FINALIST

Title: *Gemeenskapsteater*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Anthony de Klerk, Declan Sharp
Advertiser: Distell
Product/service: Klipdrift
Production: FCB Cape Town

FINALIST

Title: *Pot vol Kwak*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: Schalk van der Merwe, Hanlie Kriel
Art director: Schalk van der Merwe,
Advertiser: MNET
Product/service: Buitelanders

Production: FCB Cape Town

PAY-OFF LINE

SILVER

Title: *Kamp Eerder*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Declan Sharp
Advertiser: Media24
Product/service: Weg
Production: FCB Cape Town

FINALIST

Title: *Gemeenskapsteater*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Anthony de Klerk, Declan Sharp
Advertiser: Distell
Product/service: Klipdrift
Production: FCB Cape Town

FINALIST

Title: *Weet jy hy weet jy weet?*

Agency: Ogilvy Johannesburg

Creative director: James Daniels

Copy writer: Konstant van Huyssteen/Annette Nel

Art director: Mike Groenewald

Advertiser: kykNET

Product/service: Tweestryd

Production: -

HOMEGROWN/TUISGEBAK

GOLD

Title: *Big Daddy*

Agency: Net#workBBDO

Creative director: Mike Schalit, Graeme Jenner

Copy writer: Reggie Makheto/Tefo

Art director:

Advertiser: Metro FM

Product/service: Aids Awareness

Production: Peter Gird Productions

SILVER

Titel: *Soweto All Stars*

Agentskap: TBWA Hunt Lascaris

Skeppende hoof: Theo Ferreira

Kopieskrywer: Festus Masekwameng/Felix Kessel

Kunshoof: Bruce Anderson

Adverteerder: Sasol

Produk/diens: Football Sponsorship

Produksie: Bomb

SILVER

Title: *Frisbee*

Agency: Net#workBBDO

Creative director: Julian Watt

Copy writer: Reggie Makheto/Tefo

Art director: Julian Santana

Advertiser: Cell C

Product/service: Cell C

Production: Frieze Films

BEST ADVERTISEMENT ORIGINALLY IN AFRIKAANS

GOLD

Title: *Gatbom*

Agency: FCB Cape Town

Creative director: Francois de Villiers
Copy writer: Dylan Kidson/André de Wet
Art director: Brenton Bubb
Advertiser: Media24
Product/service: Landbouweekblad
Production: FCB Cape Town

FINALIST

Title: *Eugene*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: Marius van Rensburg
Art director: Anthony de Klerk
Advertiser: Ellimans
Product/service: Horse Embrocatation
Production: FCB Cape Town

FINALIST

Title: *Gemeenskapsteater*
Agency: FCB Cape Town
Creative director: Francois de Villiers
Copy writer: André de Wet
Art director: Anthony de Klerk, Declan Sharp
Advertiser: Distell
Product/service: Klipdrift

Production: FCB Cape Town

PRESTIGE PENDORING

Creative director: Francois de Villiers

Title: *Deere John*
Agency: FCB Cape Town
Copy writer: André de Wet
Art director: Declan Sharp
Advertiser: Media24
Product/service: Landbouweekblad

Production: FCB Cape Town

BEST PERFORMING ARTIST

Performing Artist: Paul Spies as 'Frikkie se pa'

Title: *Frikkie/Mad inventions*
Agency: MorrisJones&Co
Copy writer: Rudolph Janse van Rensburg
Artistic director: Michael Masson
Advertiser: Kulula.com
Product/service: Kulula.com

Production: Fresh Eye/Director: Bevan Cullinan

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