

Pendoring finalists announced

“It is as if a new and fresh breeze has blown through the Afrikaans advertising landscape. This year's Pendoring entries are some of the best that have yet been received in the 14 years of this competition's existence.” So says Leon Jacobs, executive creative director of Saatchi & Saatchi Hong Kong and this year's international Pendoring judge, speaking on this year's Pendoring finalists which have just been announced. [\[poll\]](#)

Jacobs was part of a panel of 11 judges and five specialist judges that had to judge approximately 300 entries of some 50 agencies, advertising schools, freelance copywriters and smaller creative companies, 15 - 16 August 2008.

“I believe that the standard of the finalists' work will silence those sceptics who feel that Afrikaans advertising and Pendoring are struggling to survive,” adds Jacobs. The [full list of finalists](#) is available on the Pendoring website.

According to Jacobs, the printed media entries stood out head and shoulders among the entries: “Although radio and television are popular, specifically the newspaper, magazine, poster and design categories excelled this year. Naturally, in the category Genuine South African, the judges had a difficult time to determine a winner because of the high standard. I often say that international advertising professionals can learn from Afrikaans and South African advertising creatives.”

Pepe Marais, executive creative director and partner at Joe Public, also feels that this year's entries are of a very high standard. “This is the third time in five years that I have been a Pendoring judge and I can therefore confidently say that this year's work have topped that of previous years.”

Not up to standard

Marais shares the judging panel's view that the category for alternative media is still disappointing. “The viral and online work is simply not up to the standard that it should be in a fast-developing technological world. The students have once again bowled over experienced advertising professionals.”

Jacobs agrees that something should be done to boost the use of alternative media. “A technological tsunami is currently flowing through the industry. Those that ignore the development explosion will start to suffer to get their message across to their target audience.”

Coenie de Villiers, director of Brandwealth, is also impressed by the quality of the young creative people's work. “A cause for concern is the absence of work from the large South African companies, especially the motor manufacturers. I am at a loss to understand why people spend less on Afrikaans advertising, because research has time and again indicated that a third of the purchasing power lies in the hands of Afrikaans-speakers.”

This year's winners will be announced on Friday 19 September during a gala event at Vodaworld in Midrand (book at). Category winners receive a cash prize of R6000, while the overall student winner receives a study bursary to the value of R10 000. The winner of the Pendorring Prestige Award receives a study tour abroad to the value of R25 000.

For more:

- Poll: [What do you think of the Pendorring finalists?](#)

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