

2012 Pendoring winners: Digital drought broken

After reaching the depths of despondency over the lack of digital entries, Pendoring judges and entrants are equally delighted that the digital drought has finally been broken this year.



PENDORING

The Pendoring Advertising Awards not only received excellent digital entries this year, but to boot, Ogilvy Johannesburg's ingenious campaign MK is... walked off with the highest Pendoring accolade, the Pendoring Prestige Award. Special mention was made of the excellence in the digital mixed media campaign.

MK is... (for kykNET's dynamic music channel MK) won gold in no fewer than four categories and a silver in another. In the categories TV/cinema (with a production budget under R500 000), Digital mixed media, Integrated campaign and Internet/mobile/interactive communication it won gold, and in Live events, activations and direct marketing it took silver.

This year, Pendoring for the first time awarded the Umphetha Award with a cash prize of R20 000 for the overall winner in the Truly South African category (TV, radio, general and integrated campaigns). Organisers decided on the name Umphetha, as it means champion/the best in Zulu. Work in all indigenous languages competes in the Truly South African category.

The overall student winner for this year comes from the University of the Northwest. Natasha Prinsloo won a one-year internship with Drafftcb, as well as a R10 000 study bursary for her entry *Blink Stefanus Zef Motorbykomstighede* in the category Craft: for design.

This year a total of 21 gold and 22 silver Pendoring trophies were awarded to agencies and students. Judges thought long and hard, and thoroughly debated their decisions. They all agreed that the quality of entries this year in general was extremely high.



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Gold and Silver



Natasha Prinsloo won a one-year internship with Drafftcb, as well as a R10 000 study bursary for her entry *Blink Stefanus Zef Motorbykomstighede* in the category Craft: for design.

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When it comes to gold and silver awards, the dynamic Johannesburg-based agency Joe Public came out tops with five gold and three silver Pendorings, with Ogilvy Johannesburg a close second with four gold and three silver.

Drafftcb Johannesburg boasts three gold and one silver Pendorings, House of Brave one gold and two silver, TBWA\Hunt\Lascaris Johannesburg and Etiket two gold each, Black River FC and Net#work BBDO one gold and one silver each, and The Jupiter Drawing Room (Cape Town) and ninety9cents (Cape Town) two silver trophies each.

MetropolitanRepublic and Dojo115 took one silver Pendoring each.

The winners of Ads24's T-shirt competition, which was held for the third time, this year under the banner of "Vier jou Erfenis" (Celebrate your Heritage), were also announced at the awards evening.

The winner, Dylan Fortune from Ogilvy Johannesburg, took home an Apple MacBook Pro. Vanessa De Castro and Greta van der Merwe from Joe Public Ignite (joint second) each won an Apple iPad2. Wayne du Rand from Zoom Advertising Cape Town, in the third place, won an Apple iPhone 4S.

2012 winners



Run Jozi for Nke...winner of the inaugural Umphetha Award.

Category	Award	Title	Agency	Advertiser
TV/cinema (with a production budget over R500 000)	Gold	Snor	Draftfcb Jhb	Lexus
	Silver	Vermis	MetropolitanRepublic	FNB
TV/cinema (with a production budget under R500 000)	Silver	Deon	Ogilvy Johannesburg	Pendoring 2011
Non-broadcast video & film	Gold	MK is...	Ogilvy Jhb	MK
Radio	Gold	Indian/Skotse Klokkespel (campaign)	Draftfcb Jhb	Vodacom
	Silver	Donsie	DDB South Africa	McDonalds South Africa
	Silver	Gerda se Geheim/Manie en Katrien (campaign)	Draftfcb Jhb	Toyota Care
Newspapers	Silver	Blougroen/Groen/Rooi (campaign)	ninety9cents	Checkers
Magazines	Gold	Boetie en sussie/Bose tweeling/Die nuwe kêrel/Ma se oogappel/Skoonma	TBWA\Hunt\Lascaris Jhb	Tiger Brands
	Silver	Coco/Evita/Mumtaz (campaign)	Joe Public	Lip Ice
Posters	Gold	Die Geliefde President/Die Hervormer/Professor Houtwerk/Springbok Perderuiter (campaign)	House of Brave	Blink Stefanus (beer)
	Gold	Neef/Niggie/Oom (campaign)	Joe Public	Lip Ice
Out-of-home	No award			
Internet/mobile/interactive communication	Gold	Die LAPA Hoofkarakter-soektog	Etiket	LAPA Uitgewers
	Gold	MK is...	Ogilvy Jhb	MK
	Silver	Wie's Bang	Dojo115	Van Coke Kartel
Digital mixed media campaign	Gold	Die LAPA Hoofkarakter-soektog	Etiket	LAPA
	Gold	MK is...	Ogilvy Jhb	MK
Integrated campaign	Gold	MK is...	Ogilvy Jhb	MK
General - Original Afrikaans	No award			
General - Retail	Silver	Blougroen/Groen/Rooi (campaign)	ninety9cents	Checkers
	Silver	Spekkie	House of Brave	Blink Stefanus (beer)
General - Craft	Silver	Die Geliefde President/Die Hervormer/Professor Houtwerk/Springbok Perderuiter (campaign - art direction)	House of Brave	Blink Stefanus (beer)
	Silver	Huweliksherdenking/Kersfees/Verjaarsdag (campaign - copy writing)	Joe Public	Lip Ice
Communication design	No award			
Live events, activations, direct marketing	Silver	Boobs en balle	Ogilvy Jhb	
	Silver	MK is...a pop-up bar	Ogilvy Jhb	MK
Truly South African - TV	Gold	Balance/iPhone/Whiskey (campaign)	Net#work BBDO	Ndalo Media
	Gold	The Last Dictator Standing	Black River FC	Nando's South Africa
	Silver	Omo Slap	The Jupiter Drawing Room Cape Town	Unilever
Truly South African - Radio	Gold	Banana/Gobachev/Makalmaan/PeteMaThousand	TBWA\Hunt\Lascaris Jhb	Steers
	Gold	Beggar Broadcast	Joe Public	One School at a Time
	Silver	Parking Assistant	The Jupiter Drawing Room Cape Town	Hyundai
Truly South African - General	Gold	SABC News Deaf Awareness	Draftfcb JHB	SABC

	Gold	Twitter Army	Joe Public	JHHESA
	Silver	Ballet Box	Joe Public	The South African Ballet Theatre
	Silver	Censorship	Net#work BBDO	Webber Wentzel
Truly South African - Integrated campaign	Gold	Run Jozi	Joe Public, Trigger	Nike

Students

Category	Award	Title	Advertising school/Tertiary institution	Product/Service
Students - Traditional Media	Silver	Agter vensters	Northwest University	South African Mental Health Association
	Silver	Jannie-verjaar-glase/Familieportrette/Voorkamer (campaign)	Red and Yellow School of Advertising	Visi Magazine
Students - Digital media	No award			
Students - Craft	Gold	Afro Jozi (design)	The Open Window School of Visual Communicaton	Whiteboy Shebeen
	Gold	Blink Stefanus Zef Motorbykomstighede (design)	Northwest University	Blink Stefanus
Students - Integrated Campaign	Gold	Selfiefde	Northwest University	Vrede Foundation
Students - Truly South African	Silver	Bum-kissegum/Politissues/Chucky Larm Dolls	Vega The Brand Communication School Cape Town	Big Blue
	Silver	Dr Siza Skhova	Vega The Brand Communication School	Owl Rescue 911

Category	Award	Title	Agency/Tertiary institution	Advertiser/Product
Digital mixed media campaign	Prestige Award	MK is...	Ogilvy Jhb	MK
Truly South African - Integrated campaign	Umphetha Award	Run Jozi	Joe Public & Trigger	Nike
Craft - for design	Overall Student Winner	Blink Stefanus	Northwest University	Zef Motorbykomstighede

Sponsors

- Gold: Ads24, ATKV, *Beeld*, *Die Burger*, kykNET, Media24, *Rapport*, Toyota.
- Silver: MK
- Bronze: Caxton Community Newspapers, eNuus, *Huisgenoot*, Jacaranda 94.2, Klipdrift, OFM, Sanlam

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