

# It's all systems go for Pendoring's glittering gala event

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For the past 21 years, the glittering gala event of the Pendoring Advertising Awards has been a firm favourite on the advertising calendar. This year's awards ceremony on 27 October 2017 at Vodacom World, Midrand, promises to be yet another unparalleled advertising extravaganza.



*Pietman die Skot*

Besides honouring and celebrating the best marketing communication in South Africa's indigenous languages, 'homegrown' entertainment by some of the country's top artists and groups, including Pietman die Skot, SA's *Got Talent* winner DJ Arch Jr, the rap/hip-hop group Bittereinder and the SAMA-nominated rapper, Zubz, the guitar-and-violin duo DECA and *The Voice* star Sofaya, will set the scene for an unforgettable evening.

A three-course gourmet meal and drinks will add even more sparkle to the evening. The Pendoring tradition to provide a bottle of brandy for every table, stands firm, courtesy Richelieu. In addition, bottles of premier red and white wine from Leopard's Leap, as well as mineral water from eVati, will see that nobody goes thirsty. And for every guest, there will be a high-quality bag that should come in handy during the upcoming December holidays.

"As is the custom, the Pendornings will once again be a show event, but guests can also prepare themselves for a few surprises. Pendoring remains the only event where colleagues and industry players can sit back and enjoy 100% truly South African marketing talent and creative work," says Izelle Venter, chairperson of the Pendoring board and VIA TV channel head.

Waldimar Pelser, Pendoring board member and editor of *Rapport*, adds: "For quite a number of years now, Pendoring has been the home of butt-kick advertising in South Africa's indigenous languages. In fact, all South Africans get a twinkle in the eye when they are addressed in their home language. We hope acknowledgment of the creators of 'homegrown' advertising will stimulate the industry and encourage top talent to continue creating in their home languages."

The evening's entertainment by a variety of proven and acclaimed artists and entertainers also promises to cater for all tastes.

- Donning his Scottish persona and kilt, **Pietman die Skot**, also known as Peter Mitchell, takes the audience along on his journey – from Scotland, through various other countries, to South Africa, where he currently resides. He illustrates his journey with a combination of music and humorous stories. The music includes his own compositions, well-known and -loved Scottish songs like *Flower of Scotland* and *Loch Lomond*, as well as adaptations of popular Afrikaans hits like *Loslappie* and *Ou Ryperd*, as sung by a Scot.
- At the age of five, Oratilwe AJ Hlongwane, better known as **DJ Arch Jr**, is not only South Africa's youngest DJ, his name features prominently in the Guinness Book of Records as the world's youngest club DJ. His love and aptitude for music became evident when he was only a few months old. On the iPad he received from his father, Glen, for educational purposes, he soon showed his mettle on the DeeJay app, which was subsequently added. And thanks to an Instagram video of the talented youngster, which spread to other social media like wildfire, this multi-talented DJ has become an absolute sensation.
- "It sounds like rap, but it feels like Afrikaans." This is how the Afrikaans rap/hip-hop group, **Bittereinder**, describes their genre on Facebook. The group – and their distinctive music – certainly needs no introduction – in both 2012 and 2013 they performed at the Pendoring Awards event.

Since Jaco van der Merwe, Peach van Pletzen and Louis Minnaar established Bittereinder in 2009, the group has performed at all the major festivals in South Africa, as well as in Holland with, among others, Van Coke Kartel and Jack Parow during the tour, Afrikaans Verower Harte (Afrikaans wins hearts).

They also regularly feature in music and other programmes on TV.



Bittereinder

- Four-time SAMA-nominee **Zubz The Last Letta** – who boasts a B.Com degree in Information Systems and Economy from Rhodes University – will also show his mettle as a rapper when he joins forces with Bittereinder towards the end of the evening.

Zubz's attention to detail when it comes to his lyrical content has set him apart from other rappers, and his insight into the realities of people in different countries has helped colour his storytelling abilities.

- With her flamboyant image and vibrant music style, **Sofaya Nkosi**, who truly impressed *The Voice* judges last year – is making serious inroads in the South African music and entertainment industry.

Born and bred in Johannesburg, she initially signed a contract for three years with Sony Music Africa before embarking on her own course to entertain audiences countrywide. Her lyrics, which are both locally and internationally relevant, is a combination of Motown 'soul funk', R&B and a distinct Sophiatown flavour which makes it quite unique. Nkosi and her creative partner, Thami Dineka, decided years ago that they want to transform South Africa's music industry... and this is precisely what this multi-talented singer and performer is busy doing.

- The musical duo, **DECA**, with Herman Steyn (violin) and Douw Steyn (guitar), will entertain guests at their arrival in the lobby and during dinner. Together, they boast 26 years' experience in the music industry. The fresh, modern and charming way in which they adapt and interpret new and old favourites, is the key ingredient of their instant success and their music appeals to young and old.
- The gallant **Bouwer Bosch** and charming **Elana Afrika-Bredenkamp** are the evening's MCs.

Afrika-Bredenkamp is not only one of the best-known media faces in South Africa, this mom-trepreneur is also very active on social media. In addition, she maintains her own lifestyle and fashion blog, [chocolateface.co.za](http://chocolateface.co.za). In 2016, she also launched her own wine brand under the name, "Elana Wine", and she has what it takes to play a mean game of golf.



Elana Afrika-Bredenkamp

Community projects are also dear to her heart and include, among other things, a mentorship programme at her alma mater, Parow High School. She is also an ambassador for CANSA and the Red Cross Children's Hospital.

Endowed with many talents, Bosch is equally comfortable as a singer and an actor. With his soulful voice, meaningful lyrics and refreshing sense of humour, he captivated audiences from the word go. These days, he is an established name in the entertainment industry with a number of albums, TV and movie roles to his credit. Recently, he also added TV presenter and director to his impressive CV and started an online shop for his charity organisation, Liefde Wen.

In 2013, he made his debut as an actor in romantic comedies such as *Klein Karoo* with Donnalee Roberts, Hykie Berg, Anel Alexander, Tim Theron and many others. In the same year, he acted in the kykNET series, *Donkerland*, *Ligte*, *Kamera... Liefde* (in which he sang the theme song), as well as the box office hit, *Pad na Jou Hart*.

Subsequently, several other movies followed.

- At the ever-popular after-party, **DJ DekStir** will ensure that the feet keep movin' and the spirits remain high.

After becoming a professional DJ in 2006, he soon became a firm favourite in dance and party circles. In due course, he also established himself as a singer and recently signed a contract with David Gresham Records where he released his single, *Miracle*. These days, his music is played on various radio stations countrywide.

To ensure that you do not miss out on this year's Pendoring gala event, book your ticket now with Corrie Wright ( [corrie@vibrantmedia.co.za](mailto:corrie@vibrantmedia.co.za) or 011 880 5202). Tickets are R970 per person (includes a welcoming drink, three-course meal, wine, mineral water, entertainment and a party following the event). Students receive 25% discount.

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Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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