

Sum of 21 set to produce pulsating audiovisual content for Pendoring gala event

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In line with its commitment to promote and reward excellence in the advertising industry and encourage and develop young talent - South Africa's future creative/industry leaders - the Pendoring Advertising Awards have appointed Sum of 21 Academy, skills development school of Etiket Brand Design, to produce the audiovisual (AV) presentation for its prestigious gala event on 27 October 2017.



Sum of 21 interns and learners

First rowfront (left to right): Lebo Pobe, Luyanda Sibeko, Letlhogonolo Mabuse, Mary Mongwe, Ennocentia Mokoena, Zikhona Hulana. Second row (left to right): Mpho Mokgwadi, Mokgadi Nkoana, Vanessa Lebepe, Siphos Masina, Ennovy Chauky. Third row (left to right): Tumelo Manala, Remolebogile Masupye, Masego Sibiyi, Khanya Kokela. Back row (left to right): Andile Mashiane, Tshegofatso Serumula, Tony Mokhonoana, Thanduxolo Cembu, Chris Mojewa

“By entrusting this important project to Sum of 21, its interns and learners will have a once in a lifetime opportunity to showcase their skills and talent to the broader industry and public. From what we’ve seen so far from the concepts presented, we are convinced that this young and dynamic production team will rise to the challenge and captivate the audience with their work,” says Pendoring GM Franette Klerck.

Deidre le Hanie, MD of the ATKV, says: “As a founder member of Pendoring, the organisation is passionate about creativity, and the development and training of young talent are vital components of a successful South Africa. Pendoring’s appointment of Sum of 21 gives this young and dynamic team an ideal opportunity to showcase its creative ability at the Pendoring gala event.”

With another bumper crop of close to 400 entries, Pendoring’s gala event is set to celebrate the best home-grown talent the country has to offer, alongside entertainment by some of the country’s top artists and performers.

Adds Etiket CEO Janhendrik Oosthuizen: “After many years of producing the audio-visual content for this event, Etiket

Brand Design is particularly pleased to hand over this project to the interns and learners at Sum of 21. These youngsters not only continue to surprise with the fresh and innovative ideas and thinking; they are an incredible source of inspiration.

“Serving as a creative ‘incubator’ for learner and intern candidates and working under the guidance and direction of Etiket’s experienced professionals and mentors, Sum of 21 Academy was created some 18 months ago to empower talented, driven and ambitious creative youngsters to reimagine their future while bringing fresh ideas and perspectives to the South African advertising landscape. To this end, they have succeeded brilliantly - and continue to do so,” Oosthuizen believes.

Being intimately involved with the production of the Pendoring collateral is extremely exciting and rewarding, says learner Nova Chauky, who joined Sum of 21 at the beginning of May this year.

“At the moment, it’s our biggest and most exciting project on the table, and it will be in our studio for the longest time. We are all set to make it one of our best crafted projects ever.”

She adds that every morning at Sum of 21 brings something new and exciting. “While you know your work, you never know what the next day will hold. Sometimes you have to be creative director, sometimes do a lot of admin. And that’s really cool because everybody complements one another. If I’m lacking in a particular sphere, there is always somebody who will assist me to fill the void.

“Working on real briefs from real clients, the mini-agency runs smoothly and these days we hardly need to go ‘upstairs’ to consult the agency professionals. But I must admit working in one room with 20 other people required quite an adjustment. Being fresh from varsity, where it’s only you and your lecturer, I’ve never been in environment where somebody’s questioning or disagreeing with me. But this is how we learn to resolve issues and to think and be responsible like an adult, with nobody standing behind you.”

Likewise, Sum of 21 Academy Business Head Carmen Gunkel thoroughly enjoys working alongside the youngsters.

“We look beyond the usual check boxes to see the talent in the context of a story. We recognise the infinite potential of those who do not fit the mould, who think differently and who bring something fresh and exciting to the industry. Both the learners and interns display their passion and determination through the lengths they have taken to achieve their goals.”

Sum of 21 Academy offers two 12-month programmes – one for certification (learnership) and one for work-readiness (internship.) The following disciplines are covered: account management/client service, traffic/project management, production assistants, graphic design/illustration, multimedia/web design, copywriting and brand strategy/brand design.

- Tickets to the Pendoring Gala Event cost R970 per person. This includes welcoming drinks, a three-course meal, entertainment, wine, the ‘after-party’ and a goodie bag. Contact corrie@vibrantmedia.co.za

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Pendoring

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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