

Pendoring adoring Ogilvy's 'Silly Spender'

Issued by [Ogilvy South Africa](#)

14 Nov 2017

A Zulu television commercial about a woman wasting her money buying porcelain dogs was a big winner for MultiChoice DStv and Ogilvy Johannesburg at the 2017 Pendoring Awards announced on Friday night.

'Silly Spender' took three of the five accolades won by Ogilvy for the same client.



[click to enlarge](#)



[click to enlarge](#)



[click to enlarge](#)

The Pendorings reward the best work done each year in African vernacular languages and Afrikaans, and Ogilvy Johannesburg ECD Mariana O'Kelly acknowledges the importance of having clients like DSTV who are keen to invest in multi-lingual campaigns: "They've given us a great South African canvas to paint on and the two creative directors involved in all of our Pendorings winners this year, Archie Malinga and Gert Laubscher, and their teams have real-ly delivered exceptional work across the board."

2017 Pendering Awards - Ogilvy Johannesburg winners

SILLY SPENDER / MultiChoice DStv

Silver: Television/Cinema Commercials (production budget exceeding R1m)

Silver: Retail Communications

Craft Certificate: Television, Film & Video Crafts - Performance

AG SHEM / MultiChoiceDStv

Silver: Television, Film & Video Communication: Internet Video

VALENTINES/ MultiChoice DStv

Silver: Radio Station Commercials

DStv Access Candles

DStv Access Cream

DStv Access Handcuffs

- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024
- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024
- **Ogilvy's new AI-driven campaign for Audi, makes the impossible possible** 25 Mar 2024
- **Ogilvy launches a Creative Technology Academy for emerging South African Talent** 18 Mar 2024

[Ogilvy South Africa](#)



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>