

Students, lecturers agree: Pendoring rocks

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18 May 2009

Great excitement about new category for Truly South African advertising.

“Re thobetse ho utlwa ditaba tse monate.”

“Tiri kufara.”

“Sitfokotile kakhulu.”

Sibonga umvelinqangi. Manje sizozijabulisa.”

“Dit maak ons harte bly!”

These are some of the positive comments by students of Vega, the Brand Communication School about the good news that the Pendoring Advertising Awards are introducing a new student category to reward the best Truly South African advertising - in any medium.

“To creatively use and honour all our beautiful languages, translate into honouring the rituals and culture that moulded us. I'm ecstatic about the Truly South African category where students can showcase their creative ability in any format - and be awarded a sought-after Pendoring. Pendoring rocks!” enthuses Vega lecturer and copywrite navigator Roela Hattingh.

The Pendoring Advertising Awards were established 15 years ago by all the Afrikaans media heavyweights to encourage and reward Afrikaans advertising excellence. The Awards have since evolved into an ongoing and comprehensive project, with significant sponsorship support, to encourage the creation of Afrikaans advertising to effectively reach this vibrant target market.

Dr Ludi Koekemoer, principal of the AAA School of Advertising, says students at this school are just as excited about the new Truly South African category specifically aimed at students.

“Afrikaans is growing without ‘splashes’. This is clear from the music, the arts, the theatre and of course advertising. Pendoring is, and has always been, a truly sought-after award. And now Pendoring is spreading its wings by introducing the new Truly South African category for students in any medium. What a challenge for the exciting young talent at our advertising schools and universities!”

“Thank you, Pendoring. We are the proud sponsor of your library of awards and entries - our students are looking forward to meeting the new challenge!”

Adds senior Pendoring coordinator Franette Klerck: “Year after year, the student category lures some of the most exciting Pendoring entries. The new Truly South African category will allow them to showcase their creativity even more - in all of South Africa's official languages. This reaffirms just how inclusive Pendoring has become.”

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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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