

Seasoned experts on 2010 Pendoring judging panel

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A team of top advertising creatives and specialists has been hand-picked to judge the entries for the 16th annual Pendoring Advertising Awards for excellent Afrikaans advertising. The judging takes place on 10 and 11 September 2010 at Media Park in Auckland Park, Johannesburg.



Leon Jacobs, Saatchi & Saatchi executive creative director in Geneva, Switzerland, who previously also represented the agency in the same capacity in Hong Kong, is this year's international Pendoring judge and chairman of the judging panel.

Leon Jacobs, Saatchi & Saatchi executive creative director in Geneva, Switzerland, who previously also represented the agency in the same capacity in Hong Kong, is this year's international judge and chairman of the judging panel. During his long and illustrious advertising career, Jacobs was copywriter, creative director and film director of note. In addition, he also boasts a number of international advertising awards.

Following the judging, Jacobs will present advertising workshops at the Vega The Brand Communications School and AAA School of Advertising in Johannesburg, on 13 and 14 September 2010 respectively.

According to Jacobs, Afrikaans is so expressive that strong ideas can be conveyed quite easily: "Companies can proudly and unashamedly advertise in Afrikaans, and advertising people can create in the language with a clear

conscience, because consumers will ultimately buy in the language of their heart.

"Despite the domination of English in the advertising industry, Pendoring produces some excellent work year after year of which international agencies can take note, to their own advantage. I'm really looking forward to seeing how Afrikaans advertising has evolved during the last few years," says Jacobs.

Pendoring GM Franette Klerck says the Pendoring Advertising Awards are unique insofar as they celebrate Afrikaans in all its glory, and at the same time they promote the language as an effective advertising medium.

"For this reason we take great care in selecting the judging panel in terms of knowledge and experience. Besides a fixed panel that will judge all categories, a number of specialist judges and experts in their respective fields will judge selected categories like print, TV, radio and Truly South African.

The other judges on the 2010 Pendoring panel are:

Reinher Behrens, group CEO, McCann World Group
Sandra de Witt, development officer: creative, The Jupiter Drawing Room
Antoinette Fourie, copywriter, Joe Public
Marianne Frazer, marketing manager, e-Bucks
George Low, creative director, Metropolitan Republic
Festus Masekwameng, creative director, Mother Russia
Mariana O'Kelly, creative director, Ogilvy
Stefanus Nel, creative director, BLBS
Morné Strydom, senior copywriter, Drafftcb
Marius van Rensburg, creative director, Ninety9cents Communications

Specialist judges

Khaya Dlanga (Metropolitan Republic) - Truly South African
Theo Potgieter (Sterling Sound) - Radio
Hanneke Schutte (Freelance) - Students
Lorraine Smit, Bouffant - TV

- This year's finalists will be announced on 22 September and the winners on 29 October 2010 at the glittering awards ceremony at Vodaworld, Midrand. Besides a gold Pendorring trophy, category winners will walk away with R6 000 each. The overall winner receives the Prestige Award and an overseas study trip to the value of R25 000, while the client of the advertising agency responsible for the overall winning advertisement will receive free advertising space/airtime to the value of R2,5m.

The overall student winner receives a study bursary to value of R10 000, as well as an internship at Drafftcb.

- The public can also vote for their favourite Afrikaans advertisement of the past decade. The winner of the competition will bag several exciting prizes, while the winning ad will be crowned with the Mense se Doring award. For more information, visit www.pendoring.co.za.

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Pendorring 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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