

Pendoring finalists demonstrate expressiveness of Afrikaans advertising

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With 11 finalists to its credit, the independent Gauteng advertising agency Joe Public this year boasts the most Pendoring finalists. Not far behind is Drafftcb Johannesburg with eight finalists, followed by Drafftcb Cape Town, Etiket and Ogilvy with five finalists each. (In terms of agency groups, Drafftcb leads the way.)



The agencies Baie-Lingual Blink Stefanus, Black River F.C., TBWA\Hunt Lascaris, Net#work BBDO Cape Town, tbsp///beyond the line and MK each have two finalists, while Global Mouse, Volcano Advertising, NINETY9cents Communications, Saatchi & Saatchi, Net#work BBDO Johannesburg and MetropolitanRepublic garnered one finalist each.

From the more than 300 entries for the 16th annual Pendoring Afrikaans Advertising Awards for excellent Afrikaans and Truly South African advertising, 66 finalists were selected. The winners will be announced at the glittering gala event at Vodaworld in Midrand on 29 October 2010.

In the professional categories 17 agencies accounted for 52 finalists, while four advertising schools and tertiary institutions accounted for 14 finalists.

An esteemed judging panel under chairmanship of Leon Jacobs, executive creative director of Saatchi & Saatchi in Geneva, Switzerland, worked hard over two full days to make their final choice.



Joe Public's campaign for kalahari-net - a finalist in the newspaper category.

[click to enlarge](#)

To facilitate the entry and judging process, the proprietary entry management solution developed by The Loeries was used again and all scores were recorded using Apple iPod Touch devices. This judging system ensures a smooth process and by using the Apple devices, error in the ballot counting process is avoided. This year the results were also verified by an external auditor.

In terms of individual institutions in the student categories, Northwest University's Potchefstroom campus reigns supreme with four finalists. However, with three finalists for the Durban campus of Vega The Brand Communications School, two for Vega Bordeaux and one for Vega Cape Town, collectively the three Vega advertising schools lead the way. Nelson Mandela Metropolitan University bagged one finalist.



A poster in the Exclusive Books campaign by Ogilvy Johannesburg - a finalist in the poster and Original Afrikaans category.

[click to enlarge](#)

In the professional agency categories, newspaper and poster entries showed a marked increase, but in the traditionally strong radio category, as well as in the category for mixed media campaigns, there was a significant drop in entries.

The Truly South African categories for both agencies and students were once again well supported and in the case of the students, entries doubled.

ALL THE FINALISTS (in alphabetical order according to the title of the entry):

ADVERTISING ABOVE-THE-LINE

TV/CINEMA (with a production budget exceeding R350 000)

Title: **Skaap**
Agency: Draftfcb Johannesburg
Advertiser: Toyota

TV/CINEMA (with a production budget less than R350 000)

Title: **Hoordosis 5 - Die Antwoord**
Agency: MK
Advertiser: MK

Title: **Hoordosis 5 - Dans Dans Dans**
Agency: MK
Advertiser: MK

Title: **More met Francois**
Agency: Saatchi & Saatchi
Advertiser: Essentiale

RADIO/JINGLES

Title: **Hiluxie**
Agency: Draftfcb Johannesburg
Advertiser: Toyota

Title: **Oorrrrrspronklike onderdele**
Agency: Draftfcb Johannesburg
Advertiser: Toyota

Title: **So het jy my gesteel**
Agency: Draftfcb Johannesburg
Advertiser: Lexus

Title: **Vingerkunstenaar**
Agency: Draftfcb Cape Town
Advertiser: Spur Restaurants

NEWSPAPERS

Title: **Die wittebroodsuite**
Agency: Draftfcb Johannesburg
Advertiser: Toyota

Title: **Hannelie, Bettie, Melanie (campaign)**
Agency: Joe Public
Advertiser: kalahari.net

Title: **Karavaanhemel**
Agency: Draftfcb Johannesburg
Advertiser: Toyota

Title: **Katte en Honde**
Agency: Draftfcb Johannesburg
Advertiser: Lexus

Title: **Ongemakke**
Agency: Draftfcb Cape Town
Advertiser: Die Burger

MAGAZINES

Title: **Die storie in die storie**
Agency: Draftfcb Cape Town
Advertiser: Die Burger

Title: **Gewigsverlies**
Agency: Joe Public
Advertiser: Robertson Winery

Title: **Huweliksnaag**
Agency: Joe Public
Advertiser: Robertson Winery

Title: **Plaas, Meisie**
Agency: tb&sp///beyond the line
Advertiser: kykNET

Title: **Riaan**
Agency: Joe Public
Advertiser: Pendoring 2009

POSTERS

Title: **Bennie Boekwurm, Haas Das, Liewe Heksie (campaign)**
Agency: Joe Public
Advertiser: Pendoring 2009

Title: **Jakkals trou met wolf se vrou**
Agency: Draftfcb Johannesburg
Advertiser: Lexus

Title: **Hiertjou-broodblik; Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier;
Roekeloserampokkerresieskombie; Spytjytgekykdriehoek-baaibroek (campaign)**
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

OUTDOOR

No finalists

AMBIENT

Title: **Andy Worsol**
Agency: NINETY9cents Communications
Advertiser: Checkers

Title: **Dis beter om te peuter**
Agency: Volcano Advertising
Advertiser: CANSA

Title: **Stirrers**
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

ONLINE

Title: **My buurvrou**
Agency: Etiket
Advertiser: Sondag

MIXED MEDIA CAMPAIGN (ABOVE-THE-LINE)

No finalists

COMMUNICATION DESIGN

Title: **Pendoring - Adventkalender**
Agency: Joe Public
Advertiser: Pendoring 2009

Title: **"80"**
Agency: Drafftcb Cape Town
Advertiser: Santam

Title: **Straatligkinders (CD launch)**
Agency: Global Mouse
Advertiser: Straatlig Kinders

EXPERIENTIAL MARKETING

DIRECT MARKETING & PROMOTIONS

Title: **Afgeskepte Heksie**
Agency: Joe Public
Advertiser: Pendoring 2009

Title: **Dompas**
Agency: Net#work BBDO Cape Town
Advertiser: Good Hope FM

Title: **Man trou met Logo**
Agency: Baie-lingual Blink Stefanus
Advertiser: Baie-lingual Blink Stefanus

Title: **Uitgeknip**
Agency: Net#work BBDO Cape Town
Advertiser: VISI

DIGITAL MEDIA

Title: **Die Kaplyn**
Agency: Etiket
Advertiser: Mozi Records

Title: **My buurvrou**
Agency: Etiket
Advertiser: Sondag

Title: **Paddas**
Agency: Baie-lingual Blink Stefanus
Advertiser: Die Vagina Monoloë

MIXED MEDIA CAMPAIGN (BELOW-THE-LINE)

Title: **Afskeepveldtog**
Agency: Joe Public
Advertiser: Pendoring 2009

Title: **kykNET KKNK**
Agency: tbsp///beyond the line
Advertiser: kykNET

Title: **Die Kaplyn**
Agency: Etiket
Advertiser: Mozi Records

GENERAL

BEST PAY-OFF LINE/EXPRESSION/HEADING

No finalists

ORIGINAL AFRIKAANS

Title: **Les 1, Les 2, Les 3 (radio campaign)**
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

Title: **Hiertjou-broodblik; Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier;
Roekeloserampokkerresieskombie; Spytjytgekykdriehoek-baaibroek (plakkaatveldtog)**
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

Title: **Pendoring 15 Jaar**
Agency: Etiket

Advertiser: Pendoring 2009

Title: **"Ry"**

Agency: Drafftcb Cape Town

Advertiser: Vital

TRULY SOUTH AFRICAN - TV

Title: **Beggar**

Agency: Network BBDO

Advertiser: Chicken Licken

Title: **Breasts**

Agency: Black River F.C.

Advertiser: Nando's

Title: **District 9**

Agency: Joe Public

Advertiser: Ocean Basket

Title: **Selinah**

Agency: Ogilvy Johannesburg

Advertiser: Topsy Foundation

Title: **Slovo Divas**

Agency: TBWA\Hunt Lascaris

Advertiser: Apartheid Museum

TRULY SOUTH AFRICAN - RADIO

Title: **Forrest Gump**

Agency: MetropolitanRepublic

Advertiser: Maponya Mall

Title: **Funeral, Tatollo (campaign)**

Agency: TBWA\Hunt Lascaris

Advertiser: DOOM

Title: **Xa ukulamba kufikile (When hunger arrives)**

Agency: Joe Public

Advertiser: Ocean Basket

TRULY SOUTH AFRICAN - PRINT

Title: **Will Not Support England**

Agency: Black River F.C.

Advertiser: Mini

Title: **Spark Hope**

Agency: Joe Public

Advertiser: Rock4AIDS

STUDENTS

ADVERTISING (ABOVE-THE-LINE)

Title: **Bommie, Emmer**
Tertiary AAA School of Advertising
institution:
Product/service: Nola

Title: **Daar kom die oliedrama**
Tertiary Vega the Brand Communications School Kaapstad
institution:
Product/service: Die Burger

Title: **Flipside (Afrikaans)**
Tertiary Vega the Brand Communications School Durban
institution:
Product/service: Kick Racism

Title: **Gat in die grond**
Tertiary AAA School of Advertising Johannesburg
institution:
Product/service: World Wildlife Fund

Title: **Oupa en Ouma**
Tertiary AAA School of Advertising Johannesburg
institution:
Product/service: Senokot

DIGITAL

No finalists

MIXED MEDIA CAMPAIGN (THROUGH-THE-LINE)

Title: **Bevonk**
Tertiary Northwest University
institution:
Product/service: Bevonk

Title: **Gaan wild**
Tertiary Northwest University
institution:
Advertiser: Volume Rockfees

Title: **Roofies**
Tertiary Northwest University
institution:
Advertiser: MK

Title: **Volkome ondersteuning**

Tertiary institution:
Northwest University

Advertiser:
AngloGold Ashanti

TRULY SOUTH AFRICAN - ALL MEDIA

Title: **Falagalore CI**

Tertiary institution:
Vega the Brand Communications School Bordeaux

Advertiser:
Falagalore

Title: **Flipside (English)**

Tertiary institution:
Vega The Brand Communications School Durban

Advertiser:
Kick Racism

Title: **Flipside (Zulu)**

Tertiary institution:
Vega The Brand Communications School Durban

Advertiser:
Kick Racism

Title: **Kaler Jonker, Groter Pronker**

Tertiary institution:
Nelson Mandela Metropolitan University

Advertiser:
Pronk

Title: **Victims of Colour**

Tertiary institution:
Vega The Brand Communications School Bordeaux

Advertiser:
Jozi Kaya

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