

The Pendorings today

By  [Danette Breitenbach](#)

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The Pendering Awards take place later this evening in Cape Town at the Cape Town International Convention Centre.



Nineteen years ago the main players in the Afrikaans media established the Pendering Awards. That was then. With a record number of 478 entries last year and boasting a high number of entries again this year, 360, compared to the years running up to 2011, this is now.

And now is that Pendorings is a celebration of local, of South African, of those 'Lekker' things inherent to the tip of Africa. Testimony to that is the Pendering Awards function, known as one of the best jols out with the best local entertainment in the country.

That aside, though, what makes Pendorings so popular? If the awards don't count towards Creative Circle points (although watch this space...) why enter? Awards count money and take up a lot of time and energy.

Proudly South African work

Pepe Marais, Executive Creative Director and co-founder of Joe Public, and lone Dutchman in the industry (as he describes himself) says it is the feel-good factor. "A big proportion of the work our industry does has an international flavour and it has too - we are part of the world and compete globally. This is not to say we don't do local work, we do, and Pendorings gives you the opportunity to be more vernacular. We are seeing Proudly South African work there."

Draftfcb has 10 finalists in the Pendering this year. Brett Morris; Group Executive Creative Director, Draftfcb is not bothered by the fact that Pendorings is not on the Creative Circle points system.

"Lots of award shows do not get points and it does not mean they are not worth entering. Pendorings is part of the internal points system of Draftfcb. Just because Pendorings is not awarded points is not a deal breaker and has not stopped agencies from entering.

Unique, in anyone's language

He says Pendorings is a unique award show because it represents South African ideas. "We are a South African agency and it is important for us to communicate through indigenous languages. Pendorings is a good benchmark for us; if we do well it means we are doing great work in these languages."

Recognising its evolution from strictly Afrikaans to encompassing all that is South African, this year for the first time the Pendorings hosted two judging panels. Franette Klerck, Pendorings GM, says the one panel judge the Proudly SA work and the other the Afrikaans work.

It made sense to have two panels because of the languages and diverse cultures. "We work from the promise that it is better to sell to someone in their own language because then you talk to their heart. It is the same with the panels. A panel that does not understand a language and its unique nuances cannot judge fairly. This year the one panel was specifically for the Truly South African categories where entries could be in any of our country's 11 official languages, and therefore able to judge the work fairly."

Quality stands out

However, she points out that although this year there were two panels the category Truly SA is not new and has been around for a long time. "It has existed for years. What has changed is that we expanded its categories so there is a winner for television, print, radio etc, and then an overall winner."

She adds that this not only allowed the category to grow but what made it stand out was the quality of work entered.

What makes Pendorings unique, she says, is that it is the only awards in the country that looks at the local insights in local work (apart from the prize money winner's receive of course!). "Everyone can relate to it and that is what makes it special. And this year the judges' feedback was amazing. I was surprised at the response and the positive feedback we received. Some of the judges even commented that Pendorings has the potential to be the awards show in the country. And there is a voice slowly, but surely coming from industry to get the Pendorings recognised in terms of points...."

If you didn't buy a ticket to the event, don't despair...

The evening promises to be as entertaining as previous years. With the audience changing over the years, as the awards have, Klerck says it is important that it is an event that is lekker for all to attend. "The evening reflects South Africa. In the past it was everything Afrikaans but now the evening is more representative of South Africa. She says it is a fine balance between remaining an Afrikaans evening while catering for everyone."

It is important that we grow and recognise local creative work in all indigenous languages she emphasises. "Next year we plan to make Pendorings even bigger and we will expand the Truly South African category. We are also looking to moving the evening back to Johannesburg."

If you were too late to get a ticket to the Pendorings tonight, then you're in luck. This year for the first time the entire Pendorings awards ceremony can be viewed via live streaming on the Pendorings website: www.pendorings.co.za.

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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