

Pendoring campaign kicks off to unite South African languages

As the winning agency of the Pendoring Prestige Award last year, with its Sanlam Musiekfees campaign, King James Cape Town is the agency behind this year's Pendoring campaign, which kicked off yesterday, 9 May 2016.



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“We want to communicate – in a stirring and sincere way – the message that Pendoring will henceforth celebrate the best marketing communication, not only in Afrikaans, but also in Ndebele, Pedi, Sotho, Swazi, Tsonga, Tswana, Venda, Xhosa and Zulu,” members of the King James creative team explain.

“In a country as diverse as ours, we tend to see the large number of indigenous languages as an obstacle. Therefore, our campaign aims to remind South Africans that having as many languages as we do, is actually something beautiful, something to celebrate, something to unite us.

“In true agency fashion, many people across multiple disciplines have worked together to create an integrated campaign to do Pendoring’s new positioning proud. The opportunity to join forces on the 2016 Pendoring campaign made us realise just how lucky we are to live in a country with so many languages and to be part of such a colourful kaleidoscope.”

Besides print, online and television offerings, the campaign will also include a one-of-a-kind dictionary, designed to help members of the advertising community to connect with their peers, according to the team.

Prizes

As before, only gold winners will be eligible for the two main awards – The Prestige Award and the Umpetha Award, each of which includes an overseas study tour worth R100,000. Each gold winner in every category receives R6000 and silver winners R2500 each.

Both overall student winners – of the best Afrikaans work and the best work in one of the other indigenous languages – will receive R10,000 and an internship at King James Cape Town in 2017.

The eligibility period for entries is from 1 August 2015 to 31 July 2016 and entries must be in before Monday 1 August 2016. Finalists will be announced on Friday 16 September 2016 and winners at the prestigious gala event at Vodacom World in Midrand on 28 October 2016.

For more information, go to www.pendoring.co.za.

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