

Pendoring finalists released

Leading the pack of Pendoring finalists is FCB with 15 nominations, followed by 2Buffels Advertising with nine. More than 60 agencies, advertising schools, freelance copywriters and smaller creative companies entered some 400 pieces for the 13th annual Pendoring advertising competition and project.

The judges agreed that Afrikaans and South African advertising are increasingly becoming a force to be reckoned with and that the winners are worthy of rubbing shoulders with their peers world-wide. The judging of this year's entries took place 10 – 11 August 2007 at Media Park in Auckland Park.

According to Xander Smith, copywriter at TBWA Paris and this year's foreign expert, the radio category and online entries by students stood out. "We were surprised that the quality of the radio/jingles category could outdo the entries in the television/cinema category. The entries in the Genuine South African category were also excellent."

Combined categories

According to Smith, the judges decided this year to combine the Homegrown and Genuine South African categories. "There is so much synergy between these two categories that we have decided to treat the entries the same. What makes these entries unique is that these are concepts that could only be born in South Africa, despite the language. This is not the place where one could dress up an international concept in a local jacket."

"What excites us even more is the quality and number of entries in languages other than Afrikaans and English. It is heartening that advertising in all eleven official languages is starting to happen. And, by combining it into one category, one really gets a glimpse into the heart of South Africa. The unique cultural blood that flows through the veins of all citizens of this country is something that cannot be curbed by language barriers."

According to him, the good work was excellent this year, while the average work could simply not make it. "It is one thing to focus on good use of words in Afrikaans, but quite another to reconcile this with a good concept. The advertisements that could combine these two elements were those that eventually made an impact. The days of using only a smart catch-phrase are gone. A good advertisement contains all the elements – a good idea, good art direction, good language usage, and eventually the spirit of the message," says Smith.

Smooth voting

According to Hanlie Kriel, copywriter at Saatchi & Saatchi in Cape Town, the voting process proceeded smoothly this year. "The fact that this year's electronic entry system and voting were based on the Loerie system made things much easier. Although the voting was stricter than in the past, I believe this ensures that the best work is eventually crowned."

Hanlie says tertiary institutions are facing a challenge with regard to student entries. “In many cases the core of a good idea was present, but the students could not succeed in providing a well-thought-out final product. The students would be more successful if they were guided to complete the train of their thoughts.”

Pieter Klerck, senior manager: advertising and marketing communication of Toyota South Africa, agrees and adds that many entries once again proved that some things can only be said in Afrikaans. “The entries that stood out for me were those that were uniquely Afrikaans; that portrayed the icons and unique characteristics of Afrikaans successfully.”

Festus Masekwameng, creative director at McCann Worldwide, feels that this year's entries are a good reflection of the quality of work in the profession as a whole. “The entries were not as good as last year's, although the radio category specifically impressed me. The growth in the number of entries in other languages for the Genuine South African category is heartening. The standard thereof was also of a very high quality.”

The complete list of finalists, in alphabetical order according to the title of the work, is as follows:

ADVERTISING ABOVE THE LINE

Television/cinema

Title: Boer
Agency: FCB
Client: Toyota
Product/service: Hilux
Art director: Kush Chetty
Copywriter: Molefi Thulo
Creative director: Adam Wittert
Executive creative director: Brett Morris

Title: Bokdrol spoeg
Agency: Lowe Bull Johannesburg
Client: Unilever SA Home & Personal Care
Product/service: Axe
Art director: Adam Livesey
Copywriter: Matthew Brink
Creative director: Gareth Lessing
Director: Slim Grippa

Title: Gerhard
Agency: 2Buffels Advertising
Client: ATKV
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Art director: Marcelle Labuschagne, Sarita Immelman
Director: Oscar Strauss
Content and strategy: Charl Nel

Title: Marcelle
Agency: 2Buffels Advertising
Client: ATKV
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Art director: Marcelle Labuschagne, Sarita Immelman

Director: Oscar Strauss
Strategy: Charl Nel, Hernus Vermeulen

Radio/jingles

Title: 3 v.m.
Agency: FCB
Client: Vodacom
Product/service: Moedersdag
Creative director: Grant Jacobsen
Copywriter: Stefanus Nel
Executive creative director: Rob McLennan
Agency director: Karin Keylock

Title: Eet biltong
Agency: FCB
Client: SABC2
Product/service: Kom 'n bietjie binne
Copywriter: Vidette Kay, Mimi Cooper
Executive creative director: Brett Morris, Adam Wittert
Agency director: Karin Keylock

Title: Muskiet
Agency: TBWA HuntLascaris Johannesburg
Client: Tiger Brands
Product/service: Peaceful Sleep
Creative director: Adam Weber, Hennie Stander
Copywriter: Dan Parmenter
Executive creative director: Damon Stapleton
Art director: Wihan Meerholz

Title: Paraffienlampie; Konstabel; Triljoen (campaign)
Agency: 2Buffels Koloni / NineNovember
Client: Media24
Product/service: Son
Creative director: Stefanus Nel
Copywriter: Stefanus Nel
Executive creative director: Linette Retief
Strategy: Charl Nel

Title: Rooi lorrie
Agency: The Jupiter Drawing Room
Client: Firewise
Product/service: Working on fire
Creative director: Livio Tronchin
Copywriter: Avish Gordhan, Mandie v.d. Merwe, Jakkie Brink
Executive creative director: Ross Chowles
Agency director: Caryn Brits

Newspapers

Title: AWB

Agency: Leo Burnett
Client: Salvation Army
Product/service: Winter appeal
Art director: Yvonne Hall
Copywriter: Angel Collins
Executive creative director: Vanessa Pearson
Agency director: Janine Wilson

Title: Hondeasem
Agency: FCB
Client: Brandline
Product/service: Yip Yap Breath mints for dogs
Art director: Vidette Kay
Creative director: Ashley Bacon
Copywriter: Brent Liebenberg
Photographer: Clive Stewart

Title: 16 Junie
Agency: TBWAHuntLascaris Johannesburg
Client: Mail & Guardian
Product/service: Youth Day Supplement
Art director: Shelley Smoler
Creative director: Damon Stapleton
Copywriter: Deon Wiggett
Executive creative director: Damon Stapleton

Title: Stander
Agency: Joe Public
Client: Kalahari.net
Product/service: 24 uur-aflerwing
Art director: Lucas van Vuuren, Pepe Marais
Creative director: Liezl-Mari Long
Copywriter: Dana Aires, Jonathan Warncke
Executive creative director: Pepe Marais

Magazines

Title: Gepantserde wa
Agency: Joe Public
Client: Tuffy
Product/service: Vullissakke
Art director: Mpumelelo Zingitwa
Creative director: Liezl-Mari Long
Copywriter: Vincent Osmond
Executive creative director: Pepe Marais

Title: Seekat; Muishond; Kameelperd
(campaign)
Agency: Foxp2
Client: 8 Ink Media
Product/service: National Geographic Kids Magazine
Art director: Ryan Barkhuizen

Creative director: Andrew Whitehouse, Justin Gomes, Noel Cottrell
Copywriter: Mike Pearson

Title: Soldaat; Olieboor; Vlag (campaign)
Agency: FCB
Client: Media24
Product/service: Die Burger
Art director: Anthony de Klerk
Creative director: Francois de Villiers
Copywriter: Marius van Rensburg
Executive creative director: Francois de Villiers

Title: Toupee
Agency: Leo Burnett
Client: Mercedes-Benz
Product/service: SLK 555 AMG Convertible
Art director: Debbie Gyngell, Alan Lewus
Photographer: Michael Myersfeld
Copywriter: Stefanus Nel, Steve Anderson, Justin Wanliss
Executive creative director: Vanessa Pearson

Posters

Title: Brooke Shields
Agency: Net#Work BBDO
Client: Kenza Health
Product/service: Bio-Bust
Art director: Angie Batis
Creative director: Julian Watt
Copywriter: Este du Plessis
Executive creative director: Julian Watt

Title: Safaripak; Leeuloop; Potjiekos
(campaign)
Agency: 2Buffels Advertising
Client: ATKV
Art director: Mariana O'Kelly, Marcelle Labuschagne, Sarita Immelman
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Strategy and content: Charl Nel, Hernus Vermeulen

Title: Spoor
Agency: Joe Public
Client: Tracker
Product/service: Tracker Werkgeleentheid
Art director: Lucas van Vuuren
Creative director: Liezl-Mari Long
Copywriter: Steve Anderson, Liezl-Mari Long
Executive creative director: Pepe Marais

Title: Tuindwerg
Agency: FCB

Client: Media24
Product/service: Die Burger
Art director: Anthony de Klerk
Creative director: Francois de Villiers
Copywriter: Marius van Rensburg
Executive creative director: Francois de Villiers

Outdoor advertising

Title: Pompstasie
Agency: FCB
Client: Distell
Product/service: Klipdrift
Art director: Declan Sharp
Creative director: Francois de Villiers
Copywriter: Andre de Wet
Executive creative director: Francois de Villiers

Title: So 'n bek kort seep
Agency: Berry Bush BBDO
Client: Willowton Oil
Product/service: Daily Soap
Art director: Johann du Bruyn, Bernard van der Walt
Creative director: Ivan Johnson
Copywriter: Hansie Smit
Executive creative director: Mike Schalit

Ambient

Title: Boer sonder sy roer
Agency: TBWAHuntLascaris Johannesburg
Client: Gun Free South Africa
Product/service: Korporatief
Art director: Coralee Barnes
Creative director: Lapeace Kakaza
Copywriter: Stefanus Nel
Executive creative director: Damon Stapleton

Title: Plakbord
Agency: 2Buffels Advertising
Client: ATKV
Art director: Mariana O'Kelly, Marcelle Labuschagne, Sarita Immelman
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Design: Marcelle Labuschagne, Sarita Immelman
Strategy: Charl Nel, Hernus Vermeulen

Title: Vuurpyl
Agency: FCB
Client: Distell
Product/service: Klipdrift
Art director: Declan Sharp

Creative director: Francois de Villiers
Copywriter: Andre de Wet
Executive creative director: Francois de Villiers

Online advertising

Title: Hand
Agency: FCB
Client: Toyota
Product/service: Quantum
Art director: Seelan Pillay
Multimedia: Hosana Mthembi
Copywriter: Jacques du Toit
Executive creative director: Marthinus Duckitt, Rob McLennan

Advertising: mixed-media campaign (above the line)

Title: Kom uit
Agency: 2Buffels Advertising
Client: ATKV
Art director: Mariana O'Kelly, Marcelle Labuschagne, Sarita Immelman
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Strategy: Charl Nel, Hernus Vermeulen
Director: Oscar Strauss

Title: As die lewe net vol lekker was
Agency: FMK Marketing
Client: RCP Media
Product/service: Sondag
Art director: Debbie Gyngell, Marcelle Labuschagne, Sarita Immelman
Creative director: Stefanus Nel, Linette Retief
Copywriter: Stefanus Nel, Linette Retief
Strategy: Franette Klerck

COMMUNICATION DESIGN

Title: Baie-Lingual
Agency: Baie-Lingual Concepts
Client: Baie-Lingual
Product/service: Baie-Lingual
Art director: Marcelle Labuschagne, Sarita Immelman
Creative director: Marcelle Labuschagne, Sarita Immelman
Copywriter: Annette Nel
Executive creative director: Marcelle Labuschagne, Sarita Immelman

Title: Klipdrift Brandhome
Agency: FCB
Client: Distell
Product/service: Klipdrift
Architect: Van Biljon & Visser, Painted Door Interior
Creative director: Paul Carstens

Copywriter: Marius van Rensburg, Andre de Wet
Executive creative director: Francois de Villiers

Title: Kosie se kis
Agency: FCB
Client: Distell
Product/service: Klipdrift
Design: Shouniez Johnson
Creative director: Paul Carstens
Copywriter: Andre de Wet
Executive creative director: Francois de Villiers

EXPERIENTIAL MARKETING

Direct marketing and promotions

Title: Botha/Thabo
Agency: FCB
Client: Apartheid Museum
Product/service: Apartheid Museum
Strategy: Paul Coetzer
Creative director: Paul Coetzer, Pippa Capstick
Copywriter: Paul Coetzer
Executive creative director: Marthinus Duckitt

Title: Siedaar! Weg is hy!
Agency: TBWAHuntLascaris Johannesburg
Client: Voortrekkermonument
Product/service: Voortrekkermonument
Art director: Debbie Gyngell
Design: Wihan Meerholz
Executive creative director: Damon Stapleton

Title: Uitsettingsbevel
Agency: FCB
Client: SC Johnson
Product/service: Raid-insekdoder
Art director: Vidette Kay
Creative director: Catherine Thomson, Gerard Myburgh
Copywriter: Lauren Shewitz
Executive creative director: Brett Morris

Promotions/Below the line campaign

Title: KKNK 2007
Agency: FCB
Client: Distell
Product/service: Klipdrift
Art director: Declan Sharp, Anthony de Klerk
Creative director : Francois de Villiers, Paul Carstens
Copywriter: Andre de Wet, Marius van Rensburg
Executive creative director: Francois de Villiers

Title: Kom uit
Agency: 2Buffels Advertising
Client: ATKV
Product/service: ATKV
Art director: Mariana O'Kelly, Marcelle Labuschagne, Sarita Immelman
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Strategy: Charl Nel, Hernus Vermeulen

STUDENT ENTRIES

Advertising (above the line)

Title: Boereraad #23; #44; #71 (campaign)
Tertiary institution: Vega The Brand Communication School
Product/service: Cerebos
Art director: Stephanie Borrett
Creative director: Klasi Coetzee, Clayton Sutherland, Janine Wittrowski
Copywriter: Stephanie Borrett

Title: Vinger
Tertiary institution: Vega The Brand Communication School
Product/service: Wet Wipes
Art director: Matthew Pullen
Creative director: Marc Hosten, Janine Wittrowski
Copywriter: Craig Ross

Online advertising

Title: Kinkelspruit-omwentelingsentrum
Tertiary institution: North-West University, Potchefstroom Campus
Product/service: Kinkel Koöperasie
Animation: Marli Heunis, Suzan van Wyk
Architect: Marli Heunis, Suzan van Wyk
Art director: Wessie van der Westhuizen

Title: Mossie
Tertiary institution: North-West University, Potchefstroom Campus
Product/service: Skop, skiet en donner
Animation: Leana de Beer, Carla Erasmus, Gert Schoeman
Architect: Leana de Beer, Carla Erasmus, Gert Schoeman
Art director: Wessie van der Westhuizen

Mixed-media campaign (through the line)

Title: Gelukkige verjaarsdag
Tertiary institution: Vega The Brand Communication School
Product/service: Exclusive Books
Art director: Nicolet Pienaar
Creative director: Hanneke Schutte, Gustav Lammerding
Copywriter: Nicolet Pienaar, Darren Meltz

Title: Vat jou goed en TREK!
Tertiary institution: Stellenbosch University
Product/service: Trek-tydskrif
Art director: Kate Butcher
Design: Kate Butcher
Copywriter: Kate Butcher

Title: Dis langer
Tertiary institution: North-West University, Potchefstroom Campus
Product/service: Aardklop Nasionale Kunstefees
Art director: Ian Marley, Richardt Strydom
Design: De Ridder, M. Janse van Rensburg, L. Labuschagne, I. Smit

GENERAL

Best catch-phrase/expression/concept/heading

Title: Boer op ons werf
Agency: FCB
Client: Media24
Product/service: Landbouweekblad
Art director: Declan Sharp
Creative director: Francois de Villiers
Copywriter: Andre de Wet
Executive creative director: Francois de Villiers

Title: Clover Stout Melk
Agency: Joe Public
Client: Clover South Africa
Product/service: Clover Kersfeespartyjie
Art director: Lucas van Vuuren
Creative director: Liezl-Mari Long
Copywriter: Steve Anderson, Liezl-Mari Long
Executive creative director: Pepe Marais

Title: Kom uit vir Afrikaans
Agency: 2Buffels Advertising
Client: ATKV
Product/service: ATKV
Art director: Marcelle Labuschagne, Sarita Immelman
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Strategy: Charl Nel, Hernus Vermeulen

Original Afrikaans

Title: Gerhard
Agency: 2Buffels Advertising
Client: ATKV
Creative director: Stefanus Nel, Linette Retief, Annette Nel
Copywriter: Stefanus Nel, Linette Retief, Annette Nel
Art director: Marcelle Labuschagne, Sarita Immelman

Director: Oscar Strauss
Content and strategy: Charl Nel

Title: Seekat; Muishond; Kameelperd
(campaign)
Agency: Fxp2
Client: 8 Ink Media
Product/service: National Geographic Kids Magazine
Art director: Ryan Barkhuizen
Creative director: Andrew Whitehouse, Justin Gomes, Noel Cottrell
Copywriter: Mike Pearson

Genuine South African (combined with Homegrown)

Title: AWB
Agency: Leo Burnett
Client: Salvation Army
Product/service: Winter appeal
Art director: Yvonne Hall
Copywriter: Angel Collins
Executive creative director: Vanessa Pearson
Agency director: Janine Wilson

Title: Park; Train; Toilets (campaign)
Agency: Net#Work BBDO
Client: SABC
Product/service: Metro FM
Art director: Reggie Makhetha
Copywriter: Mbulelo Nhlapo
Executive creative director: Julian Watt
Creative director: Graeme Jenner, Brad Reilly

Title: Siedaar! Weg is hy!
Agency: TBWAHuntLascaris Johannesburg
Client: Voortrekkermonument
Product/service: Voortrekkermonument
Art director: Debbie Gyngell
Design: Wihan Meerholz
Copywriter: Stefanus Nel
Executive creative director: Damon Stapleton

Title: Tsotsikaans
Agency: Ogilvy Johannesburg
Client: M-Net
Product/service: Channel O
Creative director: Fran Luckin
Copywriter: Sanele Ngubane, Peter Little
Executive creative director: Gerry Human
Agency director: Thoko Zingithwa, Tracey Holme

Title: Ubuntu
Agency: JWT

Client: Ford

Product/service: Ford Bantam

Art director: Laura May Vale

Copywriter: Paul Strappini

Executive creative director: Rob McLennan

Director: Dean Blumberg

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