

Pendoring 2003 - Winners

Precisely how colourful the technicolour coat of Afrikaans advertising is, was proved beyond doubt at Pendoring 2003's superb star-studded awards ceremony at Vodaworld, Midrand on the 5th of September.

From a down-to-earth home remedy for haemorrhoids and Uncle Org's nostalgic love letters to Aunt Vygie to gut-wrenching copy about SA's apartheid past – the full spectrum was represented.

As was the case last year, FCB Cape Town collected the biggest bundle of Pendoring by walking off with the spoils in five categories. Together with FCB Johannesburg, which was crowned the victor in three categories, made the group the runaway winner with the most Pendoring.

But it was a relatively newcomer to advertising, the feisty Deon Wiggett of TBWA/Gavin Reddy who walked away with the sought-after Prestige prize of an overseas study trip sponsored by kykNET plus an additional R5 000. The adjudicators described his work as "groundbreaking, pioneering work, which addresses the Afrikaner's psyche of guilt".

In his two radio commercials for the Apartheid Museum – for which he was awarded a Pendoring and R5 000 in the radio category – he unequivocally slaughtered one of the last Afrikaans sacred cows.

A number of agencies have been awarded golden trophies for the first time since the inception of the Pendoring, namely BesterBurke, HarrisonHumanBates, KingJames, TBWA Gavin Reddy and Grey Worldwide.

Net#work BBDO received three Pendoring (two silver and one gold).

Because the points difference between the winner and runner-up was minimal, the adjudicators this year decided to award two silver Pendoring trophies for the first time in the radio and TV categories.

Another exciting innovation, which found great favour, was the category for the best true-blue South African advertisement, regardless of the language in which it was created. Grey Worldwide won this coveted prize (sponsored by SABC2).

The AAA school of advertising (Johannesburg and Cape Town) walked away with the spoils in both student categories. Each winner received a bursary of R10 000 sponsored by SABC Airtime Sales.

Neels van Jaarsveld was voted the best performing artist for his performance in the TV advertisement "Piles", and Louw van Biljon received an incentive prize for his innovative menu for "Pancake Trap" (Pannekoek Lokval).

The complete list of winners for Pendoring 2003 is:

TV

Gold

Agency: Bester Burke

Title: Piles

Creative director: Stephen Burke

Art director: Julie Thorogood & Greg Cameron

Copywriter: Stefanus Nel

Performing artist: Neels van Jaarsveld

Advertiser: Klein Karoo Nasionale Kunstefees (KKNK)

Product: KKNK - 2003

Production house: The Video Lab

Silver

Agency: Net#work

Title: Slaghuis

Creative director: Mike Schalit

Art director: Julian Watt

Copywriter: Harry Kalmer & Stuart Walsch

Advertiser: RSG

Product: RSG

RADIO

Gold

Agency: TBWA Gavin Reddy

Title: Preek & Skepping

Creative director: Damon Stapleton

Copywriter: Deon Wiggett

Performing artist: Rouel Beukes/Charl van Heyningen

Advertiser: Apartheid Museum

Product: Apartheid Museum

Production house: Undahays

Silver

Agency: Net#work

Title: Newsreader

Creative director: Mike Schalit/Julian Watt

Copywriter: Annette Nel

Performing artist: Riaan Cruywagen/Evert Snyman

Advertiser: RSG

Product: KKNK

Production house: Sterling Sound

NEWSPAPERS

Agency: FCB Cape Town

Title: This indigenous wood

Creative director: Francois de Villiers

Art director: Anthony de Klerk
Copywriter: Hanlie Kriel
Advertiser: Distell
Product: Klipdrift
Production house: FCB Cape Town

MAGAZINES

Agency: FCB Cape Town
Title: Pour Hom
Creative director: Francois de Villiers
Art director: Brenton Bubb
Copywriter: Liezl-Mari Long
Advertiser: Distell
Product: Klippies & Cola Pre-mixed
Production house: FCB Cape Town

OUTDOORS

Agency: KingJames
Title: First
Creative director: Eoin Welsh
Art director: Shelley Smoller
Copywriter: Madelet du Plessis
Advertiser: Steers
Product: Fast foods
Production house: Beith Digital

TRULY SOUTH AFRICAN

Agency: Grey Worldwide
Title: Refreshingly SA
Creative director: Grant Jacobsen
Art director: Michael Masson
Copywriter: Robbie Kojetin/Haidee Nel
Advertiser: National Brands
Product: Freshpak Rooibos
Production house: Camera Culture

NEW MEDIA – ADVERTISING

Agency: HarrisonHumanBates
Title: Avoid maltreatment
Creative director: Gerry Human
Art director: Ivan Pols
Copywriter: Jacques du Toit/Alison Hingle
Advertiser: POWA (People Opposing Woman Abuse)
Product: POWA help line

CAMPAIGNS – ABOVE THE LINE

Agency: FCB Johannesburg
Title: Cans in the mealies
Creative directors: Ian Smith, Quintes Venter, Wingwing Mdlulwa, Mike Barnwell
Art director: Nadia Oosthuizen
Copywriter: Marius van Rensburg
Advertiser: First National Bank

Product: Aardklop
Production house: Finset

CAMPAIGNS – BELOW THE LINE

Agency: FCB Cape Town
Title: Klipdrift – KKNK
Creative director: Francois de Villiers
Art director: Anthony de Klerk
Copywriter: Hanlie Kriel
Advertiser: Distell
Product: Klipdrift
Production house: FCB Cape Town

PROMOTIONS

Agency: FCB Cape Town
Title: Klipdrift - KKNK promotion
Creative director: Francois de Villiers
Art director: Anthony de Klerk
Copywriter: Hanlie Kriel
Advertiser: Distell
Product: Klipdrift
Production house: FCB Cape Town

DESIGN

Agency: FCB Cape Town
Title: Annelie Strydom – Corporate Identity
Creative director: Paul Carstens
Art director: Shani Ahmed
Copywriter: Anneli Strydom
Advertiser: Annelie Strydom
Product: Copywriter
Production house: FCB Cape Town

BEST PAY-OFF LINE/EXPRESSION

Agency: FCB Johannesburg
Title: Cans in the mealies
Creative directors: Ian Smith, Quintes Venter, Wingwing Mdlulwa, Mike Barnwell
Art director: Nadia Oosthuizen
Copywriter: Marius van Rensburg
Advertiser: First National Bank
Product: Aardklop
Production house: Finset

BEST ADVERTISEMENT ORIGINAL CREATED IN AFRIKAANS

Agency: Net#work
Title: Oom Org (Uncle Org)
Creative director: Mike Schalit
Art director: Jonathan Santana, Julian Watt
Copywriter: Stuart Stobbs/Annette Nel
Advertiser: Delta Motor Corporation
Product: Isuzu
Production house: Terraplane

JINGLES

Agency: FCB Johannesburg
Title: Pale toe (naughty version)
Creative director: Eoin Welsh
Copywriter: Ian Smith
Performing artist: Bobby Louw
Advertiser: First National Bank
Product: FNB Corporate
Production house: Hitman Music

STUDENTS – SINGLE ADVERTISEMENTS

Advertising school: AAA School of Advertising (Johannesburg)
Title: Grandma and Grandpa
Creative director: Flip Hattingh, Roela Hattingh, Mandie van der Merwe
Art director: Dantie van der Merwe
Copywriter: Dantie van der Merwe
Advertiser: Salusa 45
Product: Salusa 45

STUDENTS: CAMPAIGNS/NEW MEDIA

Advertising school: AAA School of Advertising (Cape Town)
Title: Lennon campaign – music notes
Creative directors: Trudie Oosthuizen, Rian Swart
Art director: Leoni van Heerden
Copywriter: Leoni van Heerden
Advertiser: Lennon Old Dutch Remedies
Product: Lennon Old Dutch Remedies

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