

2010 Pendoring finalists announced

From the more than 300 entries for the 16th annual [Pendoring Afrikaans Advertising Awards](#) for excellent Afrikaans and truly South African advertising, a judging panel under chair of Leon Jacobs, executive creative director of [Saatchi & Saatchi](#) in Geneva, Switzerland, worked hard over two full days to make its final choice and 66 finalists were selected.



The winners will be announced at the gala event at Vodaworld in Midrand, Johannesburg, on 29 October 2010.

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 an external auditor also verified the results.

Prolific agencies

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

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

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

Student entries

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

Entry numbers

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.

To view all the finalists with full credits, go to the [Afrikaans page](#) or the [English version](#).

For more:

- Official website: www.pendoring.co.za
- Bizcommunity press office: <https://www.bizcommunity.com/Pressoffice/Pendoring>
- Twitter: [@Pendoring_](#)
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