

# Pendoring finalists demonstrate expressiveness of Afrikaans advertising

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



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

From the more than 300 entries for the 16th annual Pendoring Afrikaans Advertising Awards for excellent Afrikaans and Truly South African advertising, 66 finalists were selected. The winners will be announced at the glittering gala event at Vodaworld in Midrand on 29 October 2010.

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

An esteemed judging panel under chairmanship of Leon Jacobs, executive creative director of Saatchi & Saatchi in Geneva, Switzerland, worked hard over two full days to make their final choice.



Joe Public's campaign for kalahari-net - a finalist in the newspaper category.

[click to enlarge](#)

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 the results were also verified by an external auditor.

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



A poster in the Exclusive Books campaign by Ogilvy Johannesburg - a finalist in the poster and Original Afrikaans category.

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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.

**ALL THE FINALISTS** (in alphabetical order according to the title of the entry):

**ADVERTISING ABOVE-THE-LINE**

## TV/CINEMA (with a production budget exceeding R350 000)

Title: **Skaap**  
Agency: Draftfcb Johannesburg  
Advertiser: Toyota

## TV/CINEMA (with a production budget less than R350 000)

Title: **Hoordosis 5 - Die Antwoord**  
Agency: MK  
Advertiser: MK

Title: **Hoordosis 5 - Dans Dans Dans**  
Agency: MK  
Advertiser: MK

Title: **More met Francois**  
Agency: Saatchi & Saatchi  
Advertiser: Essentiale

## RADIO/JINGLES

Title: **Hiluxie**  
Agency: Draftfcb Johannesburg  
Advertiser: Toyota

Title: **Oorrrrrspronklike onderdele**  
Agency: Draftfcb Johannesburg  
Advertiser: Toyota

Title: **So het jy my gesteel**  
Agency: Draftfcb Johannesburg  
Advertiser: Lexus

Title: **Vingerkunstenaar**  
Agency: Draftfcb Cape Town  
Advertiser: Spur Restaurants

## NEWSPAPERS

Title: **Die wittebroodsuite**  
Agency: Draftfcb Johannesburg  
Advertiser: Toyota

Title: **Hannelie, Bettie, Melanie (campaign)**  
Agency: Joe Public  
Advertiser: kalahari.net

Title: **Karavaanhemel**  
Agency: Draftfcb Johannesburg  
Advertiser: Toyota

Title: **Katte en Honde**  
Agency: Draftfcb Johannesburg  
Advertiser: Lexus

Title: **Ongemakke**  
Agency: Draftfcb Cape Town  
Advertiser: Die Burger

## MAGAZINES

Title: **Die storie in die storie**  
Agency: Draftfcb Cape Town  
Advertiser: Die Burger

Title: **Gewigsverlies**  
Agency: Joe Public  
Advertiser: Robertson Winery

Title: **Huweliksnaag**  
Agency: Joe Public  
Advertiser: Robertson Winery

Title: **Plaas, Meisie**  
Agency: tbsp///beyond the line  
Advertiser: kykNET

Title: **Riaan**  
Agency: Joe Public  
Advertiser: Pendoring 2009

## POSTERS

Title: **Bennie Boekwurm, Haas Das, Liewe Heksie (campaign)**  
Agency: Joe Public  
Advertiser: Pendoring 2009

Title: **Jakkals trou met wolf se vrou**  
Agency: Draftfcb Johannesburg  
Advertiser: Lexus

Title: **Hiertjou-broodblik; Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier;  
Roekeloserampokkerresieskombie; Spytjytgekykdriehoek-baaibroek (campaign)**  
Agency: Ogilvy Johannesburg  
Advertiser: Exclusive Books

## OUTDOOR

No finalists

## AMBIENT

Title: **Andy Worsol**  
Agency: NINETY9cents Communications  
Advertiser: Checkers

Title: **Dis beter om te peuter**  
Agency: Volcano Advertising  
Advertiser: CANSA

Title: **Stirrers**  
Agency: Ogilvy Johannesburg  
Advertiser: Exclusive Books

## ONLINE

Title: **My buurvrou**  
Agency: Etiket  
Advertiser: Sondag

## MIXED MEDIA CAMPAIGN (ABOVE-THE-LINE)

No finalists

## COMMUNICATION DESIGN

Title: **Pendoring - Adventkalender**  
Agency: Joe Public  
Advertiser: Pendoring 2009

Title: **"80"**  
Agency: Drafftcb Cape Town  
Advertiser: Santam

Title: **Straatligkinders (CD launch)**  
Agency: Global Mouse  
Advertiser: Straatlig Kinders

## EXPERIENTIAL MARKETING

## DIRECT MARKETING & PROMOTIONS

Title: **Afgeskepte Heksie**  
Agency: Joe Public  
Advertiser: Pendoring 2009

Title: **Dompas**  
Agency: Net#work BBDO Cape Town  
Advertiser: Good Hope FM

Title: **Man trou met Logo**  
Agency: Baie-lingual Blink Stefanus  
Advertiser: Baie-lingual Blink Stefanus

Title: **Uitgeknip**  
Agency: Net#work BBDO Cape Town  
Advertiser: VISI

## DIGITAL MEDIA

Title: **Die Kaplyn**  
Agency: Etiket  
Advertiser: Mozi Records

Title: **My buurvrou**  
Agency: Etiket  
Advertiser: Sondag

Title: **Paddas**  
Agency: Baie-lingual Blink Stefanus  
Advertiser: Die Vagina Monoloë

## MIXED MEDIA CAMPAIGN (BELOW-THE-LINE)

Title: **Afskeepveldtog**  
Agency: Joe Public  
Advertiser: Pendoring 2009

Title: **kykNET KKNK**  
Agency: tbasp///beyond the line  
Advertiser: kykNET

Title: **Die Kaplyn**  
Agency: Etiket  
Advertiser: Mozi Records

## GENERAL

### BEST PAY-OFF LINE/EXPRESSION/HEADING

No finalists

## ORIGINAL AFRIKAANS

Title: **Les 1, Les 2, Les 3 (radio campaign)**  
Agency: Ogilvy Johannesburg  
Advertiser: Exclusive Books

Title: **Hiertjou-broodblik; Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier; Roekeloserampokkerresieskombie; Spytjytgekykdriehoek-baaibroek (plakkaatveldtog)**  
Agency: Ogilvy Johannesburg  
Advertiser: Exclusive Books

Title: **Pendoring 15 Jaar**  
Agency: Etiket

Advertiser: Pendoring 2009

Title: **"Ry"**

Agency: Drafftcb Cape Town

Advertiser: Vital

#### TRULY SOUTH AFRICAN - TV

Title: **Beggar**

Agency: Network BBDO

Advertiser: Chicken Licken

Title: **Breasts**

Agency: Black River F.C.

Advertiser: Nando's

Title: **District 9**

Agency: Joe Public

Advertiser: Ocean Basket

Title: **Selinah**

Agency: Ogilvy Johannesburg

Advertiser: Topsy Foundation

Title: **Slovo Divas**

Agency: TBWA\Hunt Lascaris

Advertiser: Apartheid Museum

#### TRULY SOUTH AFRICAN - RADIO

Title: **Forrest Gump**

Agency: MetropolitanRepublic

Advertiser: Maponya Mall

Title: **Funeral, Tatollo (campaign)**

Agency: TBWA\Hunt Lascaris

Advertiser: DOOM

Title: **Xa ukulamba kufikile (When hunger arrives)**

Agency: Joe Public

Advertiser: Ocean Basket

#### TRULY SOUTH AFRICAN - PRINT

Title: **Will Not Support England**

Agency: Black River F.C.

Advertiser: Mini

Title: **Spark Hope**

Agency: Joe Public

Advertiser: Rock4AIDS

## STUDENTS

### ADVERTISING (ABOVE-THE-LINE)

Title: **Bommie, Emmer**  
Tertiary AAA School of Advertising  
institution:  
Product/service: Nola

Title: **Daar kom die oliedrama**  
Tertiary Vega the Brand Communications School Kaapstad  
institution:  
Product/service: Die Burger

Title: **Flipside (Afrikaans)**  
Tertiary Vega the Brand Communications School Durban  
institution:  
Product/service: Kick Racism

Title: **Gat in die grond**  
Tertiary AAA School of Advertising Johannesburg  
institution:  
Product/service: World Wildlife Fund

Title: **Oupa en Ouma**  
Tertiary AAA School of Advertising Johannesburg  
institution:  
Product/service: Senokot

### DIGITAL

No finalists

### MIXED MEDIA CAMPAIGN (THROUGH-THE-LINE)

Title: **Bevonk**  
Tertiary Northwest University  
institution:  
Product/service: Bevonk

Title: **Gaan wild**  
Tertiary Northwest University  
institution:  
Advertiser: Volume Rockfees

Title: **Roofies**  
Tertiary Northwest University  
institution:  
Advertiser: MK

Title: **Volkome ondersteuning**

Tertiary institution: Northwest University  
Advertiser: AngloGold Ashanti

## TRULY SOUTH AFRICAN - ALL MEDIA

Title: **Falagalore CI**  
Tertiary institution: Vega the Brand Communications School Bordeaux  
Advertiser: Falagalore

Title: **Flipside (English)**  
Tertiary institution: Vega The Brand Communications School Durban  
Advertiser: Kick Racism

Title: **Flipside (Zulu)**  
Tertiary institution: Vega The Brand Communications School Durban  
Advertiser: Kick Racism

Title: **Kaler Jonker, Groter Pronker**  
Tertiary institution: Nelson Mandela Metropolitan University  
Advertiser: Pronk

Title: **Victims of Colour**  
Tertiary institution: Vega The Brand Communications School Bordeaux  
Advertiser: Jozi Kaya

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Pendorring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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