

# Pendoring campaign ready to launch

The 2011 [Pendoring](#) campaign, which was conceptualised and created by Ogilvy Johannesburg, kicks off on Monday, 23 May 2011 and debuts at Markex, the annual marketing, promotions and special events exhibition that takes place at Sandton Convention Centre, Johannesburg, 7-9 June.



"As Markex offers Pendoring an excellent opportunity to spread its message to a wider audience, by showcasing visual material of the 2009 and 2010 winners and a show reel containing award-winning Afrikaans advertising and depicting the growth over the years, we decided that the awards should be part of the exhibition this year," explains Pendoring GM Franette Klerck.

Brochures and pamphlets containing comprehensive information, entry categories, prizes and important dates will be available at the Pendoring stand.

## Prize doubled

Pendoring has several new categories providing for current advertising practices and applications, and has doubled the prize money for the Prestige winner to R50 000 for the overall winner's overseas study trip, while the overall student winner will bag a R10 000 study bursary, as well as internship at Ogilvy Johannesburg.

"In addition, the company producing the overall winning advertisement will again receive the bonus of advertising space/air time of R2.2 million from participating Pendoring partners," adds Klerck.

## Sponsors

- Gold: Ads24, ATKV, *Beeld*, *Die Burger*, Die Dagbreek Trust, kykNET, Media24, *Rapport*, Toyota
- Silver: MK
- Bronze: Caxton Community Newspapers, Jacaranda 94.2, Klipdrift, OFM, RSG, SABC, Sanlam Partners: DEKAT, kulula.com, Kfm, Leopard's Leap Wines, Newsclip, Scan
- Online Partner: BizCommunity

The awards evening takes place on Friday 21 October at Vodaworld, Midrand, Johannesburg.

### For more:

**BIZCOMMUNITY.com**   
ONLINE MEDIA PARTNER

- Pendoring website: [www.pendoring.co.za](http://www.pendoring.co.za)
- Bizcommunity search: [Pendoring Awards](#)
- Pendoring Twitter: [@Pendoring\\_](#)
- Google News Search: [Pendoring Awards](#)
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