

Judges selected for Pendorings

Two panels of judges will determine the Pendorring Advertising Awards, with Sue Anderson (co-ECD of Crispen, Porter and Bogusky in Los Angeles), heading both panels as the international judge.



Sue Anderson

Anderson, a South African who started her career as a copywriter at BLGK and later became creative director at TBWA\Hunt\Lascares in Johannesburg, furthered her international career when she seized the opportunity to work at Wieden + Kennedy in Amsterdam.

TBWA\Chiat\Day lured her to New York to work on Coca-Cola, Honda and Lego. It is here that she also handled the global account of the world famous Swedish export, Absolut Vodka, where she managed to grab the imagination of many creatives with her futuristic 'Absolut Greyhound' campaign.

Anderson boasts of a list of sought-after advertising awards, including six Cannes-Lions, One Show pencils, Clios, Effies, DA&Ds and Epicas. She currently heads the Microsoft account in Los Angeles.

This year's focus

"My focus for this year's awards will be on good ideas and the execution of the ideas, as the drive that South Africans possess is a unique attribute on the world market. When we want to do something, we do it until someone stops us. Ideas are still king, no matter what language you speak or where you're from. Language and circumstance merely inspire and shape them. Any good idea used in outstanding advertising must be able to capture the human spirit and it must be beautifully executed," says Anderson.



"Anderson is an outstanding candidate to serve as international judge, as she already knows what it means to have reached success through hard work," says Franette Klerck, GM of Pendorring. "She has the determination that's needed to be at the top of the game in the advertising industry and it is a privilege for us that she accepted our invitation to be on both our judging panels this year. Pendorring identifies with pioneers who deliver top quality work in the industry who command respect with the creative work they deliver, and who also inspire others in the field. Anderson is definitely one such individual."

Panel - Afrikaans awards

- Aaron Harris; creative director at Draffcb Cape Town,
- Antoinette Johnson; copywriter at M&C Saatchi Abel
- Jerry Mpufane; CEO of Jupiter Drawing Room Johannesburg,
- Konstant van Huyssteen; creative group head of 99c Communications,
- Leon Jacobs; ECD of Joe Public Cape Town,
- Mariana O'Kelly; creative director at Ogilvy Johannesburg,
- Marais Janse van Rensburg; ECD at Dojo115,
- Reinher Behrens; private consultant,
- Ricardo Rocha; ECD of Etiket,
- Theo Ferreira; ECD of Aqualine

The overall winner in the Afrikaans categories will be honoured with the Prestige Award, which includes an overseas study tour worth R50,000. The advertiser that commissioned the winning campaign will receive free advertising space and airtime

to the value of R2.2 million.

Panel - Truly South African

- Ernest "Ray-Ray" Mphande; creative group head of MetropolitanRepublic,
- Festus Masekwameng; ECD of Mojo MotherRussia,
- Grant Sithole; creative director at Drafftcb Johannesburg,
- Jerry Mpufane; CEO of Jupiter Drawing Room Johannesburg
- Kamogelo Sesing; creative group head of TBWA Hunt\Lascais,
- Leon Jacobs; ECD of Joe Public Cape Town,
- Theo Ferreira; ECD of Aqualine,
- Tseliso Rangaka; creative director at Ogilvy Johannesburg,
- Xolisa Dyeshana; ECD of Joe Public Johannesburg

The panel of judges of the Truly South African categories will hand over a cash prize of R20,000 to the overall winner of this category as part of the Umpetha award.

Entries for this year's awards can be submitted at www.pendoring.co.za. The closing date for entries is 15 July.

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