

# Pendoring breaks new ground with 2016 ranking

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Following requests by advertising agencies and creatives for an official ranking of the 2016 Pendoring winners and finalists, the Pendoring Advertising Awards have heeded the call and decided to issue their first ever ranking based on this year's gold, silver and overall winners, as well as finalists (shortlisted) in both the professional agency and student categories.



"Pendoring's new direction to award all indigenous language advertising and marketing communication (excluding English) on an equal footing, not only struck the right chord in the industry, but gave us the ideal opportunity to come up with another 'first', namely our own ranking table," explains Pendoring GM Franette Klerck.

With the Cannes advertising ranking as guideline, a points-based methodology for shortlisted agencies (2 points), silver (5 points), gold (8 points) and overall winners of the Prestige and Umpetha Awards as well as in the student category (10 points) was used in order to determine the overall performance of each agency and advertising school.

In terms of total points won in the professional agency section, FCB Johannesburg leads the way with 56 points, followed by Ogilvy & Mather Johannesburg with 51 points, King James Group (46 points), Joe Public (39 points) and Mullen Lowe Cape Town (27 points).



In the student section, Stellenbosch Academy of Design and Photography gained the laurels with a total of 27 points, followed by Red & Yellow School of Logic and Magic Cape Town (22 points) and Vega School of Brand Leadership (Johannesburg) with 14 Points. The AAA School of Advertising in Johannesburg and in Cape Town are jointly in fourth place with 9 points each and Northwest University in fifth with 7 points.

"The benefit of this ranking is that it gives a concise and clear-cut overview of the performance of all the agencies, advertising schools and tertiary institutions in terms of gold, silver Pendoring trophies, the Prestige and Umpetha and overall student winners, as well as agencies who were shortlisted. The Pendoring table is also totally independent of any other local creative ranking," she concludes.

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