

A prestigious Pendoring for Joe Public

Joe Public South Africa not only won three golden Pendorings at the 14th annual Pendoring advertising competition that took place on Friday, 19 September 2008, at Vodaworld in Midrand, Gauteng, it also walked away with the sought-after Prestige Award, the highest Pendoring honour. Francois de Villiers, executive creative director of Drafftcb (Cape Town), took home the Legend Award, given away for the second time only.



The Legend Award is awarded to a person that has made a real impact on the advertising landscape and has created a legacy that cannot be equalled easily. De Villiers is well-known for the success that he has attained with among others the Klipdrift and Vodacom campaigns.

Joe Public was crowned king in the newspaper category for its Clover campaign - Jantjie, Naas, Noot vir Noot; in the magazine category for its campaign Tweedehandse Anatomie and Tweedehandse Raka for kalahari.net, and in the category original Afrikaans for Tweedehandse Raka.



Although all the 18 finalists in the printed-media category were exceptionally good this year, according to the organisers, the team of 11 judges and five specialist judges had their hands full deciding on the winners, in the end it was Joe Public's winning entry in the magazine category that stood out head and shoulders above the rest and received the vote of the judges for the Prestige Award. This prize includes a study tour abroad to the value of R25 000.

Moved the goal-posts

According to Leon Jacobs, executive creative director of Saatchi & Saatchi Hong Kong and this year's international Pendoring judge, Joe Public's work has really moved Afrikaans advertising goal-posts considerably. "This agency was not only successful elsewhere with their English work, but has once again shown that frontier-moving work can be created in Afrikaans that will make people sit up and take notice.

"It is as if a fresh breeze of excellent creative work has blown through the Afrikaans advertising landscape. This year's Pendoring winners are some of the best in the competition's 14 years of existence," says Jacobs.

The agency that came close on the heels of Joe Public was Baie-Lingual Blink Stefanus, driven by the creative talent of Stefanus Nel and Annette Nel. This agency won two golden Pendorings - the first for its striking radio advertisement Kerk 1 RSG's Sê wie? and the second together with the agency 2Buffels Melkery for Blink Stefanus in the category promotions/below-the-line campaign. 2Buffels Melkery also won a silver Pendoring in the design category.

Ogilvy (Johannesburg), Drafftcb (Johannesburg) and McCann Worldgroup each boasted with a golden and silver Pendoring while The President, Saatchi & Saatchi (Cape Town); Lowe Bull and Net#work BBDO each scooped a golden Pendoring. TBWAHuntLascaris, Drafftcb (Cape Town), Black River FC and Grey South Africa each won a silver Pendoring.

Outstanding quality

The category Genuine South African not only attracted the most entries this year, but also produced excellent work. According to Xolisa Radebe, copywriter at Y&R, all the entries in this category were of an outstanding quality. "The growth in the number of entries in other languages for the Genuine South African category is heart-warming. Moreover, they were of a high standard."

Lowe Bull was crowned king for its Redds campaign, while Net#work BBDO was also awarded with a golden Pendor in this category for Xenophobia for Metro FM.



The student entries also impressed the judges this year. According to Coenie de Villiers, director of Brandwealth, the quality of the work of young creative spirits is encouraging and the students have really shown their mettle against seasoned advertising people. The North-West University's Potchefstroom Campus has the most trophies to its name after it had won a golden Pendor in the category alternative media and two golden Pendorings in the category mixed-media campaign (through the line).

Vega The Brand Communication School took one golden Pendor for its above-the-line entry Fo*of that was also awarded as the overall student winner. This prize includes a study bursary to the value of R10 000. AAA School of Advertising won a silver Pendor in the category advertising above-the-line for the entry Smoorverlief.

The public has also made its choice known with regard to its favourite advertisement in Afrikaans. Toyota's Hilux advertisement Boer was crowned with the People's Choice Award, while Cinelle Swiegers received a special award as best performing artist for the television advertisement Shoeshanista for Spitz.

Awards per agency

Agency	Gold	Silver
Joe Public South Africa	3	-
Baie-Lingual Blink Stefanus	2	-
Ogilvy (Johannesburg)	1	1
Draffcb (Johannesburg)	1	1
McCann Worldgroup	1	1
2Buffels Melkery	1	1
The President	1	-
Saatchi & Saatchi (Cape Town)	1	-
Lowe Bull (Cape Town)	1	-
Net#Work BBDO	1	-
TBWAHuntLascaris	-	1
Draffcb (Cape Town)	-	1
Black River F.C.	-	1
Grey South Africa	-	1
Total	13	8

Tertiary institutions	Gold	Silver
North-West University	3	-
AAA School of Advertising	-	1
Vega The Brand Communication School	1	-
Totaal	4	1

Over 50 agencies, advertising schools, freelance copywriters and smaller creative companies entered more than 300 pieces for this year's Pendoring advertising competition and project. The judging panel consisted of Xolisa Radebe, copywriter: Y&R; Pepe Marais, executive creative director and partner: Joe Public; Leon Jacobs, executive creative director: Saatchi Saatchi Hong Kong; Annette Nel, creative director and co-owner of Baie-Lingual Blink Stefanus; and Suzanne Jenner, graphic director: Ogilvy; Peet Pienaar, creative head: The President; Gerhard Myburgh, creative director: Drafftcb (Johannesburg); André Beyers, chairman: Eyeballs Mobile; Coenie de Villiers, director: Brandwealth; Klasie Wessels, chairman: Streetschool; and Thebe Ifalakeng, executive head: Brand Leadership.

This year's sponsors were Ads24, Clover, FNB, Media24, Rapport, SABC Radio Sales and Toyota. Other partners without whom Pendoring 2008 would not have been possible, are the ATKV, *De Kat*, *Die Burger*, Dagbreek Trust, Eyeballs Mobile Interactive Market Systems, Jacaranda 94.2, kulula.com, Klipdrift, kykNET, Leopard's Leap Wines, Mooiloop, Newsclick, Nucleus Digital Media, Oracle Airtime Sales, RSG, Sanlam and *Wiel*. Pendoring's founding partners are the ATKV, Caxton the Copywriters Forum, De Kat, kykNET, Media24, RSG and Rapport.

The gala event on Friday 19 September at Vodaworld was hosted by Shemane Harris and Brandon October, while Karen Zoid, Kurt Darren, ddisseblom and CH2 were responsible for the entertainment. More than 700 guests attended the evening.

To download the complete list of 2008 Pendoring winners, [click here](#). (121 KB)

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