

# 2011 Pendoring finalists revealed

The 74 [Pendoring](#) finalists all demonstrate the distinctive impact of Afrikaans advertising, as they edge towards the final battle on 21 October 2011. Of the 345 entries, 21 agencies accounted for 59 finalists, advertising schools and tertiary institutions accounted for 15 finalists and the student category increased from four last year to seven this year.



A judging panel, under chairmanship of international adjudicator [Jan Teulingkx](#), executive creative director of Saatchi & Saatchi, Brussels, spent three days pouring over entries to make their final choice.

With 10 finalists to its credit, the Gauteng advertising agency Drafftcb Johannesburg boasts the most Pendoring finalists this year. Not far behind is Drafftcb Cape Town with 6 finalists, followed by Ogilvy Johannesburg with 5 finalists.

The agencies Joe Public, Baie-Lingual Blink Stefanus, MetropolitanRepublic and Lowe Bull Cape Town have 4 finalists each, while TBWA\Hunt\Lascaris Johannesburg, The Jupiter Drawing Room Johannesburg and Etiket garnered three finalists each. DDB South Africa and Ninety9cents produced 2 finalists each, with HELLO WORLD, Net#work BBDO Johannesburg, tbasp///beyond the line, Black River FC, opencosa, human.kind advertising, The Jupiter Drawing Room Cape Town, TBWA\Hunt\Lascaris Cape Town and The Suits Communications 1 finalist each.

In terms of individual institutions in the student categories, Vega, the school of Brand Innovation Bordeaux and the Potchefstroom Campus of North West University have three finalists each, followed by the AAA School of Advertising Johannesburg and The Open Window School of Visual Communication who have two finalists each. The AAA School of Advertising Cape Town, Vega, the school of Brand Innovation Cape Town, the University of Johannesburg, the Nelson Mandela Metropolitan University and The Red and Yellow School of Logic and Magic produced one finalist each.

## Finalists

There were no finalists in the Websites and Microsites category.  
This year's finalists, alphabetically according to title, are as follows.

Category	Title	Agency	Client
TV/Cinema (with a production budget exceeding R400 000)	Die kunste kom bymekaar	The Jupiter Drawing Room, Johannesburg	ABSA/KKNK
	Rugby	human.kind advertising	Virseker
	Taai verby	Drafftcb Johannesburg	Toyota
TV/Cinema (with a production budget less than R400 000)	"FJ"	Drafftcb, Johannesburg	Toyota
	Ons pomp, Pappa	The Suits Communications	Pomp
Radio	"FJ"	Drafftcb, Johannesburg	Toyota
	Jakoppie	Drafftcb, Johannesburg Agency's Producer - Karin Keylock	Toyota
	Kiwi-Kapenaars	Drafftcb, Cape Town	Die Burger
	Lullaby: Siembamba, Mamma se Aksieheld, Slaap Drama Slaap Soet (campaign)	TBWA\Hunt\Lascaris, Cape Town	Cinema Nouveau
Newspapers	Paleis/Pandok	Drafftcb, Cape Town	Die Burger
	Toorberg, Triomf, Fiela se kind (campaign)	Ogilvy, Johannesburg	Exclusive Books
Magazines	Bedtyd	Drafftcb, Cape Town	Vital
	Kleurryke Koussteek, Manlike Man, Ekstra Plesier, Skote Petoors (campaign)	Joe Public	Lovers Plus

	Malvalekkermelkert en suurmek, 'n Bietjie helium vir my opblaaspop asseblief (campaign)	DDB South Africa	Honda
	Spielberg & Hitchcock, Armstrong & Gagarin, Henson & Disney, Gates & Jobs (campaign)	Hello World	Lombard Insurance Group
Posters	Actress, Drummer, Chef, Dancer, Chef (campaign)	The Jupiter Drawing Room, Johannesburg	ABSA/KKNK
	Gifappeltjie	Lowe Bull, Cape Town	iFix
	Jack Parow (campaign)	Draftfcb, Johannesburg	Pendoring 2010
Live Events and Live Activations	Pendoring 2010 Opening Video	Etiket	Pendoring 2010
	100% Pure Fees, 100% Pure Bier	The Jupiter Drawing Room, Cape Town	Brandhouse
	Sanlam Woordfees	The Jupiter Drawing Room, Cape Town	Sanlam
Out of Home	Dalene, Ingrid (campaign)	Net#work BBDO, Johannesburg	Exclusive Books
	Shaik	Draftfcb, Cape Town	Die Burger
Internet and Mobile Advertising	Kontinent, Poësie, Hoër (campaign)	Baie-Lingual Blink Stefanus	Baie-Lingual Concepts
Email and Viral Marketing	Fokopolisiekar	Ogilvy, Johannesburg	Audi SA
	Quintin	Baie-Lingual Blink Stefanus	Blink Stefanus
	Thomas@rock-ster.net	Etiket	LAPA
Integrated Campaigns	Dis waar jy wil wees	tbsp//beyond the line	KyKNET
	Thomas@rock-ster.net	Etiket	LAPA
	Toyota KKNK	Draftfcb, Johannesburg	Toyota
Communication Design	Clover Calendar	Joe Public	Clover
	Klink 'n glasie	Draftfcb, Cape Town	Distell
Direct Marketing	Boerewors	Ninety9cents	Checkers
	Hoofrol	Ninety9cents	Checkers
Best Retail Advertisement	Blink Stefanus T-hemp en Baadjie (campaign)	Baie-Lingual Blink Stefanus	Blink Stefanus
	Brekvis	Lowe Bull, Cape Town	Cape Town Fish Market
Craft Award	Clover Calendar (design)	Joe Public	Clover
	Malvalekkermelkert en suurmek, 'n Bietjie helium vir my opblaaspop asseblief (campaign) (copy writing)	DDB South Africa	Honda
	Triomf, Toorberg, Fiela se kind (campaign) (art directing)	Ogilvy, Johannesburg	Exclusive Books
Original Afrikaans	Kiwi-Kapenaars	Draftfcb, Cape Town	Die Burger
	Kontinent, Poësie & Hoër (campaign)	Baie-Lingual Blink Stefanus	Baie-Lingual Concepts
	Mbedersdag	Draftfcb, Johannesburg	NetFlorist
	Triomf, Toorberg, Fiela se kind (campaign)	Ogilvy, Johannesburg	Exclusive Books
Truly South African - Television	Anthem	MetropolitanRepublic	FNB
	Join, Free Style, USSD, Bottom Right, Mr. Mabella (campaign)	MetropolitanRepublic/The Jupiter Drawing Room, Johannesburg	MTN
	Pirates	Draftfcb, Johannesburg	Vodacom
	Team of Millions	The Jupiter Drawing Room, Johannesburg	ABSA
	The End	MetropolitanRepublic	Vuzu
Truly South African - Radio	Afrikaans Cookbook	MetropolitanRepublic/The Jupiter Drawing Room, Johannesburg	MTN
	Kobe Beef, Queens Cake, Ghee (campaign)	Draftfcb, Johannesburg	Lotto
	Phela	Ogilvy Johannesburg	Topsy Foundation
	Sponkie	TBWA\HuntLascaris, Johannesburg	Tiger Brands
	Setswana, Xhosa, Zulu (campaign)	TBWA\HuntLascaris, Johannesburg	Tiger Brands
Truly South African - General	Ancestors demand Kota Bun from Umlungu	Black River F.C.	Nando's
	Clifford	Lowe Bull, Cape Town	Independent Newspapers

	Skinny head	opencosa	Campaigning for Cancer
	Swartbordsborselbank	Joe Public	One School At A Time
	Wattled Crane, Blue Swallow, Wild Dog, Riverine Rabbit (campaign)	TBWA\Hunt\Lascais, Johannesburg	Endangered Wildlife Trust
	Your Hair and Nails can Save the Rhino	Lowe Bull, Cape Town	Stop Rhino Poaching

## Students

Category	Title	Institution	Client
Communication Design	Lugboef	North West University (Potchefstroom Campus)	MK Bruce Lee
	Mungu korporatiewe-identiteit	North West University (Potchefstroom Campus)	Mungu
Traditional Media	Die versameling: Koninklikes, Klippe, Insekte (campaign)	Vega, the school of Brand Innovation, Cape Town	Musica
	Onthou jy	The Red and Yellow School of Logic and Magic	RSG
	Patricia Lewis, Karen Zoid, Robbie Wessels, Jack Parow (campaign)	AAA School of Advertising, Johannesburg	Musica
	Wees gewaarsku	AAA School of Advertising, Johannesburg	Tabasco
Digital Media	"Beer, 'n storie van ..."	Vega, the school of Brand Innovation, Bordeaux	Crescent Clinic
	Die Fantastiese Heuwels	North West University (Potchefstroom Campus)	Die Heuwels Fantasties
	Kaal	The Open Window School of Visual Communication	The Open Window
	Pan se verlore skaduwee	University of Johannesburg	Pan se verlore Skaduwee - Grafiese Roman
	President Swart	The Open Window School of Visual Communication	The Open Window
Integrated Campaigns	Alkantig Kief	AAA School of Advertising, Cape Town	kykNET
Truly South African	A life designed	Vega, the school of Brand Innovation, Bordeaux	70 Juta
	Eyam, Inkomo Zobuhlobo, Kultured, Pipe Dreams, Ugubani Wena? (campaign)	Nelson Mandela Metropolitan University	Kultured
	Young, gifted and 14%	Vega, the school of Brand Innovation, Bordeaux	Oppikoppi

### For more:



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For More list added at 11.11am on 14 September 2011.