

Cream of the crop judges for Pendoring Awards 2014

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With entries for the Pendoring Awards 2014 closing in less than a month, on 21 July, the judging panel for the awards has been finalised and comprises, as always, the cream of the crop from South Africa's creative industry.

Judging takes place on 21, 22 and 23 August with the announcement of the finalists on 5 September.

The judges represent some of the top creatives in the country, and some of the best and most awarded agencies, both locally and abroad. FCB, Ogilvy and Joe Public recently won awards locally in Tony Koenderman's AdReview, with Joe Public taking Agency Group of the Year.

Says Gary Stroebel, CEO of Pendoring-sponsor OFM and Pendoring board member: "Any award is only as credible as the adjudication process that confers recognition. This year, Pendoring is proud to boast a world-class adjudication panel, with creatives of the highest calibre. This ensures that any recognition for creative work will be deserved and undoubtedly of the highest quality."

Last year, FCB JHB walked away with the Prestige Award. Mike Barnwell, Executive Creative Director at FCB Cape Town, is a judge this year and says he has always loved the Pendoring Awards, and how, over the years, it has been a great showcase for some of our most iconic South African work. What he will be looking for as a judge: "As far as entries are concerned, of course I'll be looking for ideas that can transcend the medium, but most of all they'll need to strike an emotional chord with their audience. These days, more than ever, the only way to get people to notice you, is to move them."

Also from FCB, but the Johannesburg agency, Alistair Mokoena, MD of FCB Johannesburg, says the Pendoring Awards are meaningful because it is crucial to recognise that we live in a diverse society. "And it is in this society where, for advertising to be most potent and most relevant, it has to be conceptualised and delivered in the language of the receiver. To get to a man's heart, you need to address him in his language of choice. Vernacular advertising, done correctly, is a manifestation of this insight while the Pendoring Awards are a celebration of this effort by advertisers. This is why I love the Pendoring Awards and agreed to be a judge."

Mokoena will be looking for entries that are authentic: "Be authentic, be respectful of the receiver, participate without judgment and let your work be a hearty celebration of the receiver's world."

Last year the Umpetha Award went to Black River FC, and this year its executive creative director, Ahmed Tilly, is a judge. Tilly says he is pleased to be a judge for the awards, "This is particularly relevant to the Truly South African category because I believe the Pendoring Awards have grown into a reputable awards show that acknowledges truly South African content. Pendoring also encourages agencies to produce ideas that are relevant to the people within our borders, teasing out unique South African nuances and cultural insights."

He will be looking for work that is not just South African in texture. "The ideas must be fresh, brave and most importantly, iconic. The work that turns me on is the kind that will be referred to in years to come."

The Pendoring Awards 2014 judges for the Afrikaans categories are:

Mike Barnwell, executive creative director, FCB Cape Town

Paul de Klerk, executive creative director, Etiket

Leon Jacobs, executive creative director, Joe Public Cape Town

Pierre Odendaal, chief creative officer, McCann
Nico Botha, senior copywriter, TBWA/HUNT/Lascaris
Mariana O' Kelly, executive creative director, Ogilvy Johannesburg
Marius van Rensburg, executive creative director, Ninety9cents Communications
Carl Willoughby, creative director, Ogilvy Johannesburg
Glynn Venter, executive creative director, Haas Collective
Darren Cronjé, creative partner, & Anonymous
Francois Delport, senior copywriter, FCB Johannesburg

The judges for the Truly South African categories are:

Rob McClellan, executive creative director, King James II
Mike Barnwell, executive creative director, FCB Cape Town
Marius van Rensburg, executive creative director, Ninety9cents Communications
Alistair Mokoena, managing director, FCB Johannesburg
Festus Masekwameng, executive creative director, Mojo MotherRussia
Sibusiso Sitole, creative director, Ogilvy Johannesburg
Ahmed Tilly, executive creative director, BlackRiver FC
Melusi Tshabalala, executive creative director, Mojo MotherRussia
Kamogelo Sising, creative partner, Accomplice
Glynn Venter, executive creative director, Haas Collective

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Pendoring

Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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