

All the 2011 Pendorring winners; Drafftcb tops again

Drafftcb Cape Town and Johannesburg has once again come out tops at the 17th annual Pendorring Advertising Awards for excellent Afrikaans and South African advertising, held at Vodacom World in Midrand, tonight, Friday, 21 October 2011. Out of 16 Golds and 21 Silvers awarded in total, not only did Drafftcb claim five Golds and five Silvers, its Cape Town office scooped the Prestige Award for its advertising for Cape Town daily newspaper *Die Burger*.



PENDORRING

Since the inception of Pendorring in 1995, Drafftcb has [consistently performed excellently](#), more often than not leading the pack in terms of gold and silver Pendorring trophies, as well as the Prestige Award.

'Pressing social issues and topics embraced, highlighted'

Commented [Jan Teulingkx](#), international Pendorring judge from Saatchi & Saatchi in Brussels and chairman of the judging panel, "It appears that South Africans are generally trying hard to work towards a better future and this resonates in the advertising industry. It was quite noticeable how pressing social issues and topics are embraced and highlighted in advertising, as though to challenge the nation to think about what will happen in and to the country going forward.

"Overall, South African advertising is very sharp, manifesting excellent insight and clever thoughts. The top of the Pendorring crop, the Prestige winner, is intelligent and quite brilliant."



Gold Pendorring: Drafftcb Cape Town's "Paleis/Pandok" for Die Burger

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Drafftcb Cape Town took Gold in both the Radio and Original Afrikaans categories for the ad "Kiwi-Kapenaars", for "Paleis/Pandok" in Newspaper and Silver for "Shaik" in Out of Home. This achievement earned it the Prestige Award.

In addition, Drafftcb Cape Town received Silver in the category Communication Design for "Klink 'n glasie' (Distell), while Drafftcb Johannesburg received Gold in Truly South African for the TV ad "Pirates" (Vodacom) and for the radio campaign "Kobe Beef", "Queen's Cake" and "Ghee" (for Lotto).

Drafftcb Joburg, for client Toyota, also bagged two Silvers in the TV categories for "Taai Verby" and "FJ", while its poster campaign titled "Jack Parow" for Pendorring 2010 garnered Silver as well.

Legend Award

Advertising stalwart and veteran Hennie Klerck (80), founding partner of Adverkor - later known as Klerck, Marais & Potgieter (KMP) and Saatchi & Saatchi Klerck & Barrett - was honoured with the [Legend Award](#) for his pioneering role in promoting Afrikaans advertising over three decades, making him only the third recipient of this award.

Following in the wake, Joe Public was awarded two Golds (for its "Clover-kalender" in Communication Design and the newly introduced Craft category), while Ogilvy Johannesburg garnered one Gold (in Email and Viral Marketing) for "Fokopolisiekar" (Audi) and three Silvers, two for the campaign "Triomf", "Toorberg", "Fiela se kind" (Exclusive Books) in Newspaper and Original Afrikaans and for "Phela" (Topsy Foundation) in Truly South African: Radio.

Etiket, MetropolitanRepublic, Lowe Bull Cape Town, DDB South Africa and TBWA\Hunt\Lascais Johannesburg each bagged one Gold and one Silver.

In the Student category, two Golds and five Silvers were awarded. Vega, the School of Brand Innovation Bordeaux, garnered two Silvers, while North-West University (Potchefstroom campus), AAA School of Advertising Johannesburg and the Red and Yellow School of Logic and Magic each received one Silver.

Professionals

Award	Category	Title	Agency	Advertiser
Silver	TV/Cinema (production budget exceeding R400 000)	Taai verby	Draifcb Johannesburg	Toyota
Silver	TV/Cinema (production budget less than R400 000)	"FJ"	Draifcb Johannesburg	Toyota
Gold	Radio	Kiwi-Kapenaars	Draifcb Cape Town	Die Burger
Silver	Radio	Lullaby, Siembamba, Mamma se Aksieheld, Slaap Drama Slaap Soet (campaign)	TBWA\Hunt\Lascais Cape Town	Cinema Nouveau
Gold	Newspapers	Paleis/Pandok	Draifcb Cape Town	Die Burger
Silver	Newspapers	Toorberg, Triomf, Fiela se kind (campaign)	Ogilvy Johannesburg	Exclusive Books
Silver	Magazines	Malvalekkertert en suurmilk, 'n Bietjie helium vir my opblaaspop asseblief (campaign)	DDB South Africa	Honda
Silver	Posters	Jack Parow (campaign)	Draifcb Johannesburg	Pendoring 2010
Gold	Live events & activations	Pendoring 2010 Openingsvideo	Etiket	Pendoring 2010
Gold	Out of home	Dalene, Ingrid (campaign)	Net#work BBDO Johannesburg	Exclusive Books
Silver		Shaik	Draifcb Cape Town	Die Burger
No Award	Websites and Microsites			
No Award	Internet and Mobile Advertising			
Gold	Email and Viral Marketing	Fokopolisiekar	Ogilvy Johannesburg	Audi SA
Silver	Email and Viral Marketing	Quintin	Baie-Lingual Blink Stefanus	Blink Stefanus
Silver	Integrated Campaigns	Thomas@rock-ster.net	Etiket	LAPA
Gold	Communication Design	Clover-kalender	Joe Public	Clover
Silver	Communication Design	Klink 'n glasie	Draifcb Cape Town	Distell
No Award	Direct Marketing			
No Award	Retail			
Gold	Craft - Design	Clover-kalender	Joe Public	Clover
Gold	Craft - Copywriting	Malvalekkertert en suurmilk, 'n Bietjie helium vir my opblaaspop asseblief (campaign)	DDB South Africa	Honda
Gold	Original Afrikaans	Kiwi-Kapenaars	Draifcb Cape Town	Die Burger
Silver	Original Afrikaans	Triomf, Toorberg, Fiela se kind (campaign)	Ogilvy Johannesburg	Exclusive Books
Silver	Original Afrikaans	Kont-inent, Poësie, Hoër (campaign)	Baie-Lingual Blink Stefanus	Baie-Lingual Concepts
Gold	Truly South African - TV	Anthem	MetropolitanRepublic	FNB

Gold	Truly South African - TV	Pirates	Draftfcb Johannesburg	Vodacom
Silver	Truly South African - TV	The End	MetropolitanRepublic	Vuzu
Gold	Truly South African - Radio	Kobe Beef, Queen's Cake, Ghee (campaign)	Draftfcb Johannesburg	Lotto
Silver	Truly South African - Radio	Phela	Ogilvy Johannesburg	Topsy Foundation
Silver	Truly South African - Radio	Setswana, Xhosa, Zulu (campaign)	TBWA\Hunt\Lascais Johannesburg	Tiger Brands
Gold	Truly South African - General	Wattled Crane, Blue Swallow, Wild Dog, Riverine Rabbit (campaign)	TBWA\Hunt\Lascais Johannesburg	Endangered Wildlife Trust
Gold	Truly South African - General	Your Hair and Nails can Save the Rhino	Lowe Bull Cape Town	Stop Rhino Poaching
Silver	Truly South African - General	Clifford	Lowe Bull Cape Town	Independent Newspapers

Students

Award	Category	Title	Tertiary Institution	Product/Service	Students
No Award	Communication Design				
Silver	Traditional Media	Onthou jy	The Red and Yellow School of Logic and Magic	RSG	Anja van der Spuy, Jana Loubser
Silver	Traditional Media	Wees gewaarsku	AAA School of Advertising, Johannesburg	Tobasco	Greta van der Merwe, Ruan Human
Gold	Digital Media	Pan se Verlore Skaduwee	University of Johannesburg	Pan se verlore skaduwee - Grafiese Roman	Emma Robinson-Harbour (graphic design), Georgia Walsh (multimedia), Leighton Coertze (graphic design)
Silver	Digital Media	Die Fantastiese Heuwels	North-West University (Potchefstroom Campus)	Die Heuwels Fantasties	Jaques du Toit, Anneke Jacobs
Silver	Digital Media	"Beer, 'n storie van ..."	Vega, the school of Brand Innovation Bordeaux	Crescent Clinic	Alison McAlinden
No Award	Integrated Campaigns				
Gold	Truly South African	Eyam, Inkomo Zobuhlobo, Kultured, Pipe Dreams, Ugubani Wena? (campaign)	Nelson Mandela Metropolitan University	Kultured	Lubabalo Mati
Silver	Truly South African	Young, gifted and 14%	Vega, the school of Brand Innovation Bordeaux	Oppikoppi	Thabang Manyelo, Kirsten Morgan

Special awards: Prestige award winner

Title	Category	Agency	Advertiser
Kiwi-Kapenaars	Radio, Original Afrikaans	Draftfcb Cape Town	Die Burger
Paleis/Pandok	Newspapers	Draftfcb Cape Town	Die Burger
Shaik	Out of Home	Draftfcb Cape Town	Die Burger

Special Awards: overall student winner

Title	Category	Tertiary Institution	Product/Service	Students/Service
Pan se verlore skaduwee	Digital Media	University of Johannesburg	Pan se verlore skaduwee - Grafiese Roman	Emma Robinson-Harbour (graphic design), Georgia Walsh (multimedia), Leighton Coertze (graphic design)

Besides witnessing the crowning of some of the sharpest advertising minds in the business, guests were treated to a nostalgic trip down memory lane showcasing favourite Afrikaans advertisements over the year pulsating entertainment by the hottest Afrikaans performers, food fit for a king and an entertaining cameo c

the 2010 Prestige winners *jolling* and *rolling* in New York.

Gold Pendorring sponsors are Ads24, ATKV, *Beeld*, *Die Burger*, kykNET, Media24, *Rapport* and Toyota; silver sponsors are Jacaranda 94.2, Radmark and MK; and bronze sponsors are Caxton Community Newspapers, Het Jan Marais Nationale Fonds, Klipdrift, OFM, RSG, SABC, Sanlam and *Visi*. Other partners are Adlip, *DEKAT*, kulula.com, Kfm, Leopard's Leap Wines, Newsclip and Scan Display. Bizcommunity.cc is an online partner.



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