Finalists for the 2014 Pendoring Advertising Awards:

**TELEVISION/CINEMA (with a production budget exceeding R600 000)**

No Finalists

**TELEVISION/CINEMA (with a production budget less than R600 000)**

**Title: Kegelbal**

**Agency: FCB, Cape Town**

**Advertiser: Musica**

**Title: Hotel**

**Agency: FCB, Cape Town**

**Advertiser: Musica**

**NON-BROADCAST VIDEO& FILM**

**Title: 6de Sintuig**

**Agency: Baie-Lingual Concepts**

**Advertiser: The-O Recording Studio**

**Title: Markus Wormstorm**

**Agency: Ogilvy & Mather, Johannesburg**

**Advertiser: Pendoring 2013**

**Title: Zander**

**Agency: Ogilvy & Mather, Johannesburg**

**Advertiser: Pendoring 2013**

**RADIO**

**Title: Metamorfose**

**Agency: House of Brave**

**Advertiser: Piz Buin**

**Title: O Die Pyn**

**Agency: House of Brave**

**Advertiser: Die Son**

**Title: Hoekslypers**

**Agency: FCB 1886**

**Advertiser: Cell C**

**Title: Vrydag**

**Agency: FCB 1886**

**Advertiser: Cell C**

**Title: Wat sê die Jakkals?**

**Agency: FCB 1886**

**Advertiser: Cell C**

**NEWSPAPERS**

**Title: Anagram**

**Agency: Cheil South Africa**

**Advertiser: Breast Health Foundation**

**Title: Droomloopbaan, Droomkar, Droomvakansie (Campaign)**

**Agency: Joe Public**

**Advertiser: Lovers Plus**

**Title: Marinade vir ’n Enkeling, Agter Elke Bun (Campaign)**

**Agency: Ninety9Cents Communications**

**Advertiser: Checkers**

**Title: Informele nedersetting, Sokker, Berge, Strand ……………………………………...(Campaign)**

**Agency: The Jupiter Drawing Room, Johannesburg**

**Advertiser: Safari Braai Products**

**Title: Woordvinder**

**Agency: Cheil South Africa**

**Advertiser: Breast Health Foundation**

**MAGAZINES**

**Title: Loterykaartjie, Legkaartstukkie, …………………………………….. Suurstofmasker (Campaign)**

**Agency: Joe Public**

**Advertiser: Bobtail**

**POSTERS**

**Title: Hardloop, Heelal, Hakskene (Campaign)**

**Agency: Joe Public**

**Advertiser: Produce Sound**

**Title: Kakofonie, Kraai (Campaign)**

**Agency: Joe Public**

**Advertiser: Origin**

**Title: Blaaskans Bederwers ……………………………….. (Swembad, Restourant)(Campaign)**

**Agency: The Open Collaboration OPENCO**

**Advertiser: Ambre**

**OUT OF HOME**

No finalists

**DIGITAL & INTERACTIVE COMMUNICATION**

**Title: Vergrote-realiteitstoep**

**Agency: 4i Mobile**

**Advertiser: Huisgenoot**

**Title: #YourLegendLivesOn**

**Agency: Ninety9Cents Communications**

**Advertiser: Tassenberg**

**INTEGRATED CAMPAIGN**

No Finalists

**ORIGINAL AFRIKAANS**

**Title: Apple-uitverkoping**

**Agency: Ninety9Cents Communications**

**Advertiser: Digicape**

**Title: Hardloop, Heelal, Hakskene (Campaign)**

**Agency: Joe Public**

**Advertiser: Produce Sound**

**Title: Hoe ry die Boere**

**Agency: Joe Public**

**Advertiser: Lovers Plus**

**Title: MôreOompie, Jan Pierewiet, Afrikaners is ……………….………………..…. Plesierig (Campaign)**

**Agency: DDB South Africa**

**Advertiser: Wrigley Orbit**

**Title: O Die Pyn**

**Agency House of Brave**

**Advertiser: Die Son**

**RETAIL**

**Title: Agter Elke Bun, Marinade vir ’n ………… ………….…………………..………Enkeling (Campaign)**

**Agency Ninety9Cents Communications**

**Advertiser: Checkers**

**Title: Apple-uitverkoping**

**Agency Ninety9Cents Communications**

**Advertiser: Digicape**

**Title: Hotel, Kegelbal (Campaign)**

**Agency FCB, Cape Town**

**Advertiser: Musica**

**CRAFT**

**Title: Appelwang-heuwels, Hou vas Pas …………….…………………..…... (Campaign) (for Illustration)**

**Agency: FCB, Johannesburg**

**Advertiser: Toyota**

**Title: BobbejaanKlim die Berg…………………………. ………………………………………(for Music and Sound Design)**

**Agency: FCB, Johannesburg**

**Advertiser: Lexus**

**Title: Droomvakansie, Droomkar, Droomloopbaan (Campaign) (for Illustration)**

**Agency Joe Public**

**Advertiser: Lovers Plus**

**Title: Keelgaatjies, Kakofonie, Kraai…………………… (Campaign) (for Illustration)**

**Agency: Joe Public**

**Advertiser: Origin**

**Title: Blaaskans Bederwers (Swembad) (for Illustration)**

**Agency: The Open Collaboration OPENCO**

**Advertiser: Ambre**

**Title: Blaaskans Bederwers (Restourant) (for Illustration)**

**Agency: The Open Collaboration OPENCO**

**Advertiser: Ambre**

**COMMUNICATION DESIGN**

**Title: Appelwang-heuwels, Hou vas Pas, Son-trek-………………………………………Waterpan (Campaign)**

**Agency: FCB, Johannesburg**

**Advertiser: Toyota**

**LIVE EVENTS & ACTIVATIONS & DIRECT COMMUNICATION**

**Title: Die Blink Projek**

**Agency: Baie-Lingual Blink Stefanus**

**Advertiser: Blink Stefanus**

**TRULY SOUTH AFRICAN - TELEVISION**

**Title: Coke Bobby**

**Agency: FCB, Johannesburg**

**Advertiser: Coca-Cola South Africa**

**Title: Giving**

**Agency: Black River F.C.**

**Advertiser: First for Women**

**Title: Passport**

**Agency: FCB, Johannesburg**

**Advertiser: Toyota Prado Land Cruiser**

**Title: Picnic, Wedding (Campaign)**

**Agency: Ogilvy & Mather, Johannesburg**

**Advertiser: MultiChoiceDStv**

**Title: The Reader**

**Agency: King James, Cape Town**

**Advertiser: Bell’s Whisky**

**Title: We bring out the Big Cheeses**

**Agency: Ninety9Cents Communications**

**Advertiser: Checkers**

**TRULY SOUTH AFICAN - RADIO**

**Title: Môre Oompie, Afrikaners is Plesierig, Jan ………………………………………Pierewiet (Campaign)**

**Agency: DDB South Africa**

**Advertiser: Wrigley Orbit**

**Title: Poverty-Liberty**

**Agency: Joe Public**

**Advertiser: One School at a Time**

**Title: Tender & Trevor (Campaign)**

**Agency: Ireland/Davenport**

**Advertiser: Urban Trace**

**TRULY SOUTH AFRICAN - CRAFT**

**Title: A Rainbow for the Rainbow Nation ………… (for Art Direction)**

**Agency: FCB, Johannesburg**

**Advertiser: Coca-Cola South Africa**

**Title: Mountains, Township, Football, Beach**

**(Campaign) (for Illustration)**

**Agency: The Jupiter Drawing Room, Johannesburg**

**Advertiser: Safari Braai Products**

**Title: Prosper (for Cinematography)**

**Agency: The Jupiter Drawing Room, Johannesburg**

**Advertiser: ABSA KKNK**

**Title: The Reader (for Cinematography)**

**Agency: King James, Cape Town**

**Advertiser: Bell’s Whisky**

**TRULY SOUTH AFRICAN - GENERAL**

**Title: A Rainbow for the Rainbow Nation**

**Agency: FCB, Johannesburg**

**Advertiser: Coca-Cola South Africa**

**Title: Be The Most Famous You**

**Agency: TBWA\Hunt\Lascaris, Johannesburg**

**Advertiser: The Loerie Awards**

**Title: Cinemark Experience**

**Agency: Joe Public**

**Advertiser: Cinemark**

**Title: Fossil Biscuits**

**Agency: M&C Saatchi Abel, Cape Town**

**Advertiser: IZIKO Museums of South Africa**

**Title: The Street Store**

**Agency: M&C Saatchi Abel, Cape Town**

**Advertiser: The Haven Night Shelter on Napier**

**Title: Township, Mountains, Football, ………………………………………Beach(Campaign)**

**Agency: The Jupiter Drawing Room, Johannesburg**

**Advertiser: Safari Braai Products**

**Title: World AIDS Day WiFi**

**Agency: M&C Saatchi Abel, Cape Town**

**Advertiser: MWEB**

**TRULY SOUTH AFRICAN – INTEGRATED CAMPAIGN**

**Title: #YourLegendLivesOn**

**Agency: Ninety9Cents Communications**

**Advertiser: Tassenberg**

**Title: KeYona**

**Agency: Native VML**

**Advertiser: Nedbank**

**STUDENTS**

**Students – Traditional Media**

**Title: Meer Vlooi as Kooi, Meer Kat as Mat, …………………………………………......Meer Kietsie as Kussing (Campaign)**

**Tertiary Institution: University of Johannesburg**

**Product/Service: Bissell**

**Student:** **Andrea Neeleman**

**Title: Muriel, Aksel, Charlotte (Campaign)**

**Tertiary Institution: Red & Yellow School of Logic & Magic**

**Product/Service: Freshpak Rooibos**

**Studente:** **Lisa Wulfsohn, Kirsten Bennett**

**Title: Superman**

**Tertiary Institution: Red & Yellow School of Logic & Magic**

**Product/Service: HTH**

**Students:** **Kelly van Niekerk, Bradley Kerrigan**

**Title: Vet, Dokter (Campaign)**

**Tertiary Institution: AAA School of Advertising, Johannesburg**

**Product/Service: Scrabble**

**Student:** **Tanya Das Neves**

**STUDENTS - CRAFT**

**Title: Die Saak van Gert van Rooyen (for Design)**

**Tertiary Institution: University of Johannesburg**

**Product/Service: Gert van Rooyen**

**Student**: **Chevaun Towell**

**Title: KolonialeBliksem Rhodes………………… ………………(for Typography)**

**Tertiary Institution: University of Johannesburg**

**Product/Service: Koloniale Bliksem Lettertipes**

**Student:** **Osmond Tshuma**

**STUDENTS – INTEGRATED CAMPAIGN**

**Title: Boksem-bier**

**Tertiary Institution: North-West University**

**Product/Service: Boksem Bier**

**Student:** **Janus Badenhorst**

**Title: MK Fokkendans**

**Tertiary Institution: North-West University**

**Product/Service: MK**

**Student:** **Jana Jansen van Vuuren**

**Title: MK NooitAlleenNie**

**Tertiary Institution: North-West University**

**Product/Service: MK**

**Student:** **Anja Kocks**

**STUDENTS – TRULY SOUTH AFRICAN - GENERAL**

**Title: Boets**

**Tertiary Institution: Red & Yellow School of Logic & Magic**

**Product/Service: Boets Shoes**

**Students**: **Grethe Meissner, Richard Scott-Martin**

**Title: Boxed in Type**

**Tertiary Institution: North-West University**

**Product/Service: Boxed in Type**

**Student:** **Janus Badenhorst**

**Title: Jan van Riebeeck, Hendrik Verwoerd, ……………… Paul Kruger (Campaign)**

**Tertiary Institution: AAA School of Advertising, Cape Town**

**Product/Service: Captain Morgan**

**Student:** **Stratos Efstathiou**

**Title: Moustache, Jeans, Hair (Campaign)**

**Tertiary Institution: Vega School of Brand Leadership, Cape Town**

**Product/Service: Lion Matches**

**Students**: **Michael Southey, Robyn Newham, ………………Liezl Fourie**

**Title: Unicorn, Fountain (Campaign)**

**Tertiary Institution: Red & Yellow School of Logic and Magic**

**Product/Service: Cape Town Tourism**

**Students:** **Kirsten Bennett, Emma Hessen**

**Title: Yellowbone Kappa Darkie?**

**Tertiary Institution: Vega School of Brand Leadership, Pretoria**

**Product/Service: Savanna**

**Student:** **Reginald Sedibe**

**STUDENTS – TRULY SOUTH AFRICAN – INTEGRATED CAMPAIGN**

**Title: MK-Sosiaal**

**Tertiary Institution: North-West University**

**Product/Service: MK Sosiale Televisie**

**Student:** **Judy Kriel**

**Title: Post Daises Depression**

**Tertiary Institution: Vega School of Brand Leadership, …………………………………………….. Cape Town**

**Product/Service: Rocking the Daisies**

**Students:** **Michael Southey, Tayla Chatz, …………………………………………….. .Imaad Griffiths**

**Title: Rajah**

**Tertiary Institution: University of Johannesburg**

**Product/Service: Rajah**

**Student:** **Yunisha Naiker**