

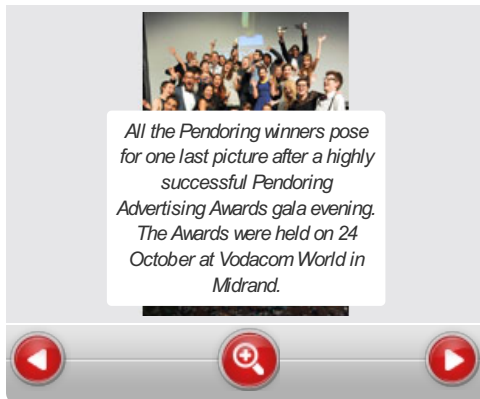
Winners announced for Pendoring Advertising Awards

Issued by [Pendoring](#)

25 Oct 2014

The 2014 Pendoring winners were announced in front of a packed and appreciative audience at the glittering annual awards evening at Vodacom World in Midrand last night.

With three silver and one gold Pendoring out of 10 finalists, Joe Public maintained its status as the Pendoring leader over the past few years. A close second with four silver Pendorings from no less than seven finalists is Ninety9Cents Communications.



Coming in just behind the two front-runners was OPENCO - The Open Collaboration with one gold and two silver Pendorings. Ogilvy & Mather Johannesburg walked away with one silver and one gold Pendoring and FCB 1886 won two silver Pendorings. Blink Stefanus clinched a gold trophy for his innovative "Blink Projek" entry in the live events, activations and direct communications category.

In total, 25 silver and eight gold Pendoring trophies were awarded on Friday evening, but unfortunately the judges felt that none of the entries made the cut for the Prestige Award. With this in mind, the Pendoring board has decided to hold the R50,000 normally awarded to the Prestige winner over to 2015 and to add an extra competition to the 2015 Awards. This means that

the 2015 Pendoring Advertising Awards will not only have bigger prize money than ever before, but that they would also offer more opportunities for creative agencies and companies to be winners. More information on the 2015 Pendoring Advertising Awards will be made available in due course.

King James Cape Town, with its truly South African television advertisement titled 'The Reader' for Bell's Whisky, won a gold Pendoring in the Truly South African - Television category and a silver in the Truly South African - Craft category for cinematography. At the end of the evening King James Cape Town was also crowned the overall winner in the Truly South African category with the Umpetha award, which earned the agency R20,000 in prize money.

FCB Johannesburg won a silver and a gold Pendoring, followed by Black River FC with one gold Pendoring. M&C Saatchi Abel Cape Town bagged two silver Pendorings and Native VML, TBWA\Hunt\Lascaris Johannesburg, DDB South Africa and The Jupiter Drawing Room Johannesburg each took home one silver Pendoring to put in their display cabinets.

In the Student category, North-West University (NWU) stood out among the crowd of tertiary institutions. NWU had five finalists, and its students took home two silver and one gold Pendoring. Judy Kriel of NWU was chosen as the overall winner in the Student category with her work for MK entitled "MK-Sosiaal", which the judges described as conceptually strong and well executed. As the overall winner, she takes home R10,000 in prize money and receives an internship at TBWA\Hunt\Lascaris Johannesburg for 2015.

Student entries from the University of Johannesburg and Vega School of Brand Leadership in Cape Town each received one silver Pendoring.

The Pendoring Advertising Awards would like to thank the following sponsors:

Platinum: Ads24, ATKV, kykNET, Media24. **Gold:** Die Burger, Huisgenoot, Rapport, Toyota. **Bronze:** Caxton Community

Newspapers, Jacaranda FM, MyEdit, OFM, Sanlam. **Partners:** Adlip, DEKAT, KWV, eVati, kulula.com, Leopard's Leap Wines, Marklives.com, Newsclip, Sonovision, toeter

Complete list of winners

Winners of the 2014 Pendering Advertising Awards:

TELEVISION/CINEMA (with a production budget less than R600,000) - Sponsored by kykNET

No Award

NON-BROADCAST VIDEO & FILM

Silver

Title: Zander

Agency: Ogilvy & Mather Johannesburg

Advertiser: Pendering 2013

RADIO

Silver

Title: Hoekslypers

Agency: FCB 1886

Advertiser: Cell C

Silver

Title: Watsê die Jakkals?

Agency: FCB 1886

Advertiser: Cell C

NEWSPAPERS - Sponsored by ADS24

No Award

MAGAZINES

No Award

POSTERS

Silver

Title: Hardloop, Heelal, Hakskene (Campaign)

Agency: Joe Public

Advertiser: Produce Sound

Silver

Title: Blaaskans Bederwers (Swembad, Restaurant)(Campaign)

Agency: OPENCO - The Open Collaboration

Advertiser: World Leisure Holidays

DIGITAL & INTERACTIVE COMMUNICATION - Sponsored by Media24

Silver

Title: #YourLegendLivesOn

Agency: Ninety9Cents Communications

Advertiser: Tassenberg

ORIGINAL AFRIKAANS - Sponsored by ATKV

Gold

Title: Hardloop, Heelal, Hakskene (Campaign)

Agency: Joe Public

Advertiser: Produce Sound

Silver

Title: Apple-uitverkoping

Agency: Ninety9Cents Communications

Advertiser: Digicape

RETAIL

Silver

Title: Apple-uitverkoping

Agency: Ninety9Cents Communications

Advertiser: Digicape

Silver

Title: Hotel, Kegelbal (Campaign)

Agency: FCB Cape Town

Advertiser: Musica

CRAFT

Gold

Craft: Illustration

Title: Blaaskans Bederwers (Swembad)

Agency: OPENCO - The Open Collaboration

Advertiser: World Leisure Holidays

Silver

Craft: Illustration

Title: Droomvakansie, Droomkar, Droomloopbaan (Campaign)

Agency: Joe Public

Advertiser: Lovers Plus

Silver

Craft: Illustration

Title: Blaaskans Bederwers (Restourant)

Agency: OPENCO - The Open Collaboration

Advertiser: World Leisure Holidays

COMMUNICATION DESIGN

No Award

LIVE EVENTS & ACTIVATIONS & DIRECT COMMUNICATION

Gold

Title: Die Blink Projek

Agency: Blink Stefanus

Advertiser: Blink Stefanus

TRULY SOUTH AFRICAN - TELEVISION

Gold

Title: Picnic, Wedding (Campaign)

Agency: Ogilvy & Mather Johannesburg

Advertiser: MultiChoice DStv

Gold

Title: The Reader

Agency: King James Cape Town

Advertiser: Bell's Whisky

Gold

Title: Giving

Agency: Black River FC

Advertiser: First for Women

Silver

Title: Coke Bobby

Agency: FCB Johannesburg

Advertiser: Coca-Cola Southern Africa

TRULY SOUTH AFRICAN - RADIO

Silver

Title: Môme Oompie, Afrikaners is Plesierig, Jan Pierewiet (Campaign)

Agency: DDB South Africa

Advertiser: Wrigley Orbit

TRULY SOUTH AFRICAN - CRAFT

Silver

Craft: Illustration

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

Agency: The Jupiter Drawing Room Johannesburg

Advertiser: Safari Braai Products

Silver

Craft: Cinematography

Title: The Reader

Agency: King James Cape Town

Advertiser: Bell's Whisky

TRULY SOUTH AFRICAN - GENERAL

Gold

Title: A Rainbow for the Rainbow Nation

Agency: FCB Johannesburg

Advertiser: Coca-Cola Southern Africa

Silver

Title: Be the Most Famous You

Agency: TBWA\Hunt\Lascaris Johannesburg

Advertiser: The Loeries Awards

Silver

Title: Cinemark Experience

Agency: Joe Public

Advertiser: Cinemark

Silver

Title: Fossil Biscuits

Agency: M&C Saatchi Abel Cape Town

Advertiser: IZIKO Museums of South Africa

Silver

Title: World AIDS Day WiFi

Agency: M&C Saatchi Abel Cape Town

Advertiser: MWEB

TRULY SOUTH AFRICAN - INTEGRATED CAMPAIGN

Silver

Title: #YourLegendLivesOn

Agency: Ninety9Cents Communications

Advertiser: Tassenberg

Silver

Title: KeYona

Agency: Native VML

Advertiser: Nedbank

STUDENTS

STUDENTS - TRADITIONAL MEDIA

No Award

STUDENTS - CRAFT

Silver

Craft: Typography

Title: Koloniale Bliksem Rhodes

Tertiary Institution: University of Johannesburg

Product/Service: Koloniale Bliksem Lettertipes

Student: Osmond Tshuma

STUDENTS - INTEGRATED CAMPAIGN

Silver

Title: Boksem-bier

Tertiary Institution: North-West University

Product/Service: Boksem Bier

Student: Janus Badenhorst

Silver

Title: MK NooitAlleenNie

Tertiary Institution: North-West University

Product/Service: MK

Student: Anja Kocks

STUDENTS - TRULY SOUTH AFRICAN - GENERAL

Silver

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

STUDENTS - TRULY SOUTH AFRICAN - INTEGRATED CAMPAIGN

Gold

Title: MK-Sosiaal

Tertiary Institution: North-West University

Product/Service: MK Sosiale Televisie

Student: Judy Kriel

UMPETHA AWARD

Category: Truly South African: Television

Title: The Reader

Agency: King James Cape Town

Advertiser: Bell's Whisky

OVERALL STUDENT WINNER

Student: Judy Kriel

Category: Truly South African: Integrated Campaign

Title: MK-Sosiaal

Tertiary Institution: North-West University

PRESTIGE AWARD

Not Awarded

- **Joe Public tops the 2019 Pendoring rankings** 27 Nov 2019
- **#Pendoring2019: Congratulations, Dorings!** 4 Nov 2019
- **The Pendoring Awards to celebrate creative work in indigenous languages on 31 October at UJ Art Centre** 28 Oct 2019
- **Skud solank die vere reg vir nog 'n glansryke Pendoring-bekroningsaand** 11 Oct 2017
- **It's all systems go for Pendoring's glittering gala event** 11 Oct 2017



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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