

# Pendoring 2009 kicks off on a high note

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Pendoring 2009 has set off at a dazzling pace!

“Recently registered as a not-for-gain Article 21-company, the popular Afrikaans advertising competition and project that awards the finest Afrikaans advertising in the land and promotes creating it, is all set to draw the biggest crop of entries ever,” says Pendoring chairman, Pieter Bruwer.

The much awarded advertising agency Joe Public, which has been awarded the 2009 Pendoring campaign and also walked away with the Prestige Prize in 2008, is in the final stages of developing the comprehensive 2009 campaign that's set to launch on Friday, 1 May.

Besides an industry campaign of three posters with a hard-hitting message to encourage entries, the consumer campaign of print and radio advertisements also does not mince words about the importance of Afrikaans as advertising language and is sure to catch the eye and set tongues wagging.

A viral campaign will spread the Pendoring message even further.

The brand new 2009 Pendoring website which, as usual, will also sport the new campaign theme and will provide full details about the different categories, rules, eligibility and entry deadlines, as well as information on previous winners and news releases, is currently under construction and will also launch on 1 May when entries open.

The deadline for entries is 17 July, judging takes place mid-August and the prestigious gala-event, which will be held on 18 September at Vodaworld, Midrand, once again promises to be a glittering event with spectacular entertainment.

To promote the creation of excellent advertising in all of the South Africa's indigenous languages, the Pendoring organisers have decided to award a Pendoring in all three sub-categories of the Truly South Africa beyond, namely TV, radio and print. However, trophies will only be awarded if the entries warrant it.

Certainly the best news is that Pendoring kicks off with strong support from sponsors. Well aware that the support of Afrikaans advertising makes sound business sense - as the third largest language group in the country, Afrikaans speakers still represent 28% of the country's buying power - Pendoring, has at this early stage of the race, attracted more sponsors than in the corresponding period last year.

Pendoring is anchored by eight Gold sponsors: ADS24, ATKV, Die Dagbreek Trust, FNB, kykNET, Media24 (newspapers and magazines), Rapport and Toyota, while Die Burger and Sanlam are among the supporting Bronze sponsors.

In addition, Interactive Market Systems, Klipdrift, kulula.com, Leopard's Leap Wines, Newsclip, RSG and Wag the Dog have joined Pendoring's ranks as sponsors with products and services, while DeKat and Caxton boost Pendoring with cash contributions.

° **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



## 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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