

Pendoring 2013: All the winners

The 2013 [Pendoring](#) winners were announced last night, 20 September 2013, at a gala event that took place at the Cape Town International Convention Centre. A total of eight gold Pendoring trophies were awarded to various advertising agencies.



Walking away with the highest accolade in Afrikaans language advertising, the Pendoring Prestige Award was handed to Draffcb, Johannesburg for their Taai Oumas, Taai Tieners, Taai Meisies campaign in the Radio category.

The Umpetha Award, meaning 'champion' or 'the best' in Zulu, is awarded to the agency who created the best overall entry in the Truly South African categories. The award went to Black River F.C. for their Athletes, Anthem, Izikhothane (Campaign) for Nando's.

With one Pendoring gold and five silvers under its belt, the much-awarded Joe Public advertising agency maintained its 2012 position as Pendoring leader by once again clinching the largest number of awards. This year the agency also accounted for largest number of Pendoring finalists (14).

In terms of gold Pendoring, Draffcb Johannesburg and Black River F.C. reigned supreme with two gold trophies each. In addition, Draffcb Johannesburg also walked away with the Prestige Award for its humorous Toyota radio campaign titled Taai Oumas, Taai Tieners, Taai Meisies, while Black River F.C. received the Umpetha award for its spicy Nando's TV-campaign, titled Athletes, Anthem, Izikhothane. Black River F. C. was also awarded a silver Pendoring.



The winners were announced in front of a packed and appreciative audience at the glittering annual awards evening in the Cape Town International Convention Centre last night. And with sizzling entertainment by performers like Emo Adams, Joseph Clark, Lloyd Cele and Three Tons of Fun, this prestigious event was once again a multicultural jollification par excellence!

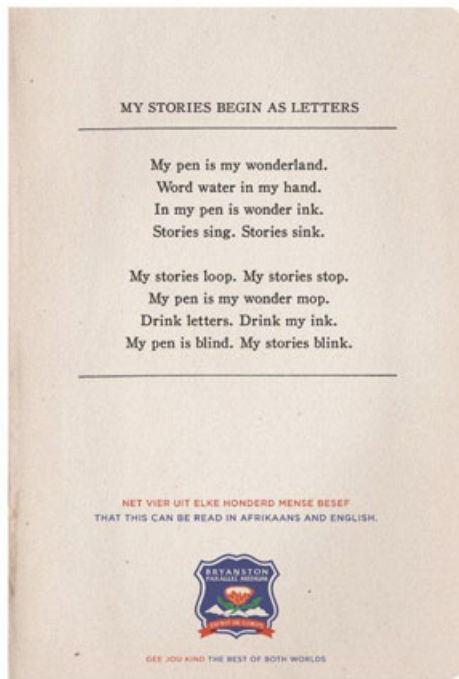
The fact that only eight gold and 26 silver Pendoring trophies were awarded to advertising agencies in the professional section, is testimony that the judging was very strict. At the same time, only seven silvers were awarded in the student section, with no overall winner to boot.

Ogilvy Johannesburg, TBWA\Hunt\Lascaris Johannesburg and Draffcb Cape Town each won one gold, while Draffcb Cape Town bagged tree silvers and Ogilvy Johannesburg two.

Silver Pendoring awards also went to Baie-Lingual Concepts, tbasp///beyond the line and The Jupiter Drawing Room Johannesburg (2 each), while FoxP2Cape Town, Studio Zoo, M&C Saatchi Abel Cape Town, MetropolitanRepublic, The Jupiter Drawing Room Cape Town, Etiket and Haas Advertising each walked away with a silver Pendoring.

The advertising schools that received silvers are AAA School of Advertising Cape Town (3), Northwest-University (2), the AAA School of Advertising Johannesburg and The Red and Yellow School of Logic and Magic, (1 each).

While the judges were once again highly impressed with the work in the section Truly South African, as well as with the categories Original Afrikaans and Radio, the student entries, on average, were most disappointing. The general consensus was that besides the fact the many ideas were not fresh and original, they were also not thoroughly explored and utilised.



Also see: [The Pendorings today.](#)

The winners are:

Category	Title	Advertiser	Agency	Award
Television/Cinema (with a production budget exceeding R500 000)	Cell C Manifesto	Cell C	Ogilvy & Mather Johannesburg	Silver
Television/Cinema (with a production budget less than R500 000)	Afrikaans Kom Kaap Toe	Pendoring Advertising Awards (2012)	Draftfcb Cape Town	Silver
Non-Broadcast Video & Film	Mssie Mbskou	SARU	Haas Advertising	Silver
Radio	Taai Oumas, Taai Tieners, Taai Meisies (Campaign)	Toyota	Draftfcb Johannesburg	Gold
Radio	Diamante is 'n duisend woorde werd	Browns	The Jupiter Drawing Room, Johannesburg	Silver
Radio	NG vs Klopse	Mzansi Magic	Ogilvy & Mather, Johannesburg	Silver
Radio	Vriendskap	Takealot.com	M&C Saatchi Abel, Cape Town	Silver
Newspapers	Stories, Spelling, Rose (Campaign)	Bryanston Parallel Medium Pre-Primary School	Joe Public	Gold
Magazines	Jan van Riebeeck, Nul, Klinkers (Campaign)	National Geographic Kids Magazine	FoxP2, Cape Town	Silver
Magazines	Ontbyt, Koffie (Campaign)	Clover	Joe Public	Silver
Posters	Onweersaanbaar	Nissan	TBWA\Hunt\Lascaris, Johannesburg	Silver
Posters	Satanis, Voëls, Dik Vingers, Flerries (Campaign)	Ofm	Joe Public	Silver
Posters	Vat Oor: Sydney, Vat Oor: Londen, Vat Oor: Tokio (Campaign)	Pendoring Advertising Awards (2012)	Draftfcb, Cape Town	Silver
Out Of Home	no awards			
Digital & Interactive Communication	no awards			
Digital Mixed Media Campaign	no awards			
Integrated Campaign	Grootste Afrikaner van Alle Tye	Maroela Media	Etiket	Silver
Original Afrikaans	Onweersaanbaar	Nissan	TBWA\Hunt\Lascaris, Johannesburg	Gold
Original Afrikaans	#DISAFRIKAANS	kykNET	tbasp///beyond the line	Silver
Original Afrikaans	OLX Bakkie	OLX	Studio Zoo	Silver
Retail	no awards			
CRAFT - Animation	Mnr. Neus	Clover	Joe Public	Silver
CRAFT - Illustration	The-O: Studio Wall Design	The-O Recording Studio	Baie-Lingual Concepts	Silver
CRAFT - Illustration	Vat Oor: Tokio, Vat Oor: Londen, Vat Oor: Sydney (Campaign)	Pendoring Advertising Awards (2012)	Draftfcb, Cape Town	Silver
Communication Design	The-O: Identity Programme	The-O Recording Studio	Baie-Lingual Concepts	Silver
Live Events & Activations & Direct Communication	#DISAFRIKAANS	kykNET	tbasp///beyond the line	Silver

Live Events & Activations & Direct Communication	Hyundai Superband	Hyundai	The Jupiter Drawing Room, Cape Town	Silver
Truly South African - Television	Athletes, Anthem, Izikhothane (Campaign)	Nando's	Black River F.C.	Gold
Truly South African - Television	Parliament	Nando's	Black River F.C.	Gold
Truly South African - Television	Human Spirit	ABSA	The Jupiter Drawing Room, Johannesburg	Silver
Truly South African - Radio	Skhot' So Hard	KFC	Ogilvy & Mather, Johannesburg	Gold
Truly South African - Radio	Warranty, Elijah, Mega Mileage Bonanza (Campaign)	Toyota Automark	Draftfcb, Johannesburg	Gold
Truly South African - Radio	Melie Meal Anel, Rahul (Campaign)	Nando's	Black River F.C.	Silver
Truly South African - Radio	Project English (Campaign)	One School at a Time	Joe Public	Silver
Truly South African - General	Fire Blanket Calendar	Engen	Draftfcb, Cape Town	Gold
Truly South African - General	Connector Bot (Campaign)	MTN	MetropolitanRepublic	Silver
Truly South African - General	The Rhino Stamp Project	Stop Rhino Poaching	TBWA\Hunt\Lascais, Johannesburg	Silver
Truly South African - General	Yawn Machine	Douwe Egberts	Joe Public	Silver
Truly South African - Integrated Campaign	no awards			

Students

Category	Title	Product/Service	Tertiary Institution	Student	Award
CRAFT - Editorial Design	Fokopolisiekar	Fokopolisiekar Band	AAA School of Advertising, Cape Town	Francois Linde	Silver
CRAFT - Design	The Unholy Trinity	Selfpromotion	AAA School of Advertising, Cape Town	Msha le Roux	Silver
Integrated Campaign	Blink Stefanus Kaggelk*k	Blink Stefanus	North-West University	Stephan Pretorius	Silver
Integrated Campaign	VredeFest Toffie	VredeFest	North-West University	Lanita Germishuys, Janine van der Bank, Vicki Joubert, Iske Conradie	Silver
Truly South African - General	Analysis of Space	Selfpromotion	AAA School of Advertising, Cape Town	Kim Albrecht	Silver
Truly South African - General	E-toll	Nando's	AAA School of Advertising, Johannesburg	Kgosietsile Mogorosi	Silver
Truly South African - Integrated Campaign	Vertrekker Vellies	Vertrekker Vellies	Red & Yellow School of Logic and Magic	Grant Renecke, Beatrice Willoughby	Silver

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