

84 finalists competing for sought-after Pendoring trophy

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No less than 84 finalists will be competing for the honour of winning a sought-after Pendoring trophy at Pendoring's 20th Awards ceremony, which will be held at Vodacom World in Midrand on 30 October.

The finalists were chosen from 283 entries. Nineteen agencies produced finalists for this year's awards. Joe Public once again takes the lead with thirteen. FCB, Cape Town is second with seven finalists. These two agencies are followed by Promise Brand Specialists and Ninety9Cents Communications with five finalists each. Etiket, Ireland/Davenport and TBWAHuntLascaris Johannesburg can boast of four finalists each.

TWO.AM Agency, Birthmark and Native VML have three each, Shift Joe Public, Baie-Lingual Concepts, DDB South Africa and Chasing Migada Productions have two each and King James Group, FCB 1886, Black River F.C., Haas Advertising and Africards have one each.

In the student categories, the North-West University once again produced most of the finalists - eleven. The NWU is followed by the Stellenbosch Academy of Design and Photography with four finalists, Vega, Pretoria and AAA, Johannesburg with two each and the University of Pretoria with one finalist.

Tickets for the gala event on Friday evening 30 October are available from Corrie le Roux at corrie@vibrantmedia.co.za or 011 880 5202.



PENDORING 2015 FINALISTS (in alphabetical order according to the title of the entry)

TELEVISION/CINEMA (with a production budget exceeding R600 000) (Sponsored by kykNET)

Title: Klein Riaan

Agency: Native VML

Advertiser: Netwerk24

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

Title: Campaign: Afrikaans in Argentinië

Agency: Promise Brand Specialists

Advertiser: CNA

Title: Bulldog

Agency: Ninety9Cents Communications

Advertiser: Checkers

NON-BROADCAST VIDEO & FILM

No Finalists

RADIO

Title: Campaign: Bestanddele

Agency: Joe Public

Advertiser: Foodcorp

Title: Campaign: 5 Minute

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

Title: 'n Leeftyd in 'n Minuut

Agency: Joe Public

Advertiser: Dialdirect

Title: Campaign: Noodsaaklikhede

Agency: FCB, Cape Town

Advertiser: Engen QuickShop

Title: Campaign: Poespas Radio

Agency: Ireland/Davenport

Advertiser: CliffCentral

Title: Campaign: Treffers

Agency: Joe Public

Advertiser: Nedbank

Title: Vegan

Agency: Joe Public

Advertiser: Steers

Title: Wildtuin

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

NEWSPAPERS

Title: Campaign: Bestanddele

Agency: Joe Public

Advertiser: Foodcorp

Title: #TheDress

Agency: Ireland/Davenport

Advertiser: Salvation Army

MAGAZINES (Sponsored by Huisgenoot)

Title: Campaign: Klankbane

Agency: FCB, Cape Town

Advertiser: BMW Motorrad

POSTERS

Title: Rock Jou Snor

Agency: TWO.AM Agency

Advertiser: MK

OUT-OF-HOME

No finalists

DIGITAL - WEBSITES, MICROSITES, MOBILE APPLICATIONS & SITES (Sponsored by Media24)

Title: Want dis lekker!

Agency: Etiket

Advertiser: Kief Koekies

DIGITAL - ONLINE & MOBILE ADVERTISING, SOCIAL MEDIA & EMAIL MARKETING

Title: Campaign: Stemposboodskappe

Agency: Baie-Lingual Concepts

Advertiser: The-O/Produce/Sound Patch Collaboration

ORIGINAL AFRIKAANS (Sponsored by The Dagbreek Trust)

Title: Campaign: Bestanddele

Agency: Joe Public

Advertiser: Foodcorp

Title: Bodemloos

Agency: Shift Joe Public

Advertiser: Mugg & Bean

Title: Campaign: Kies jou kompetisie reg

Agency: DDB South Africa

Advertiser: SABC

Title: Kinderboeke

Agency: Promise Brand Specialists

Advertiser: CNA

Title: Campaign: Klankbane

Agency: FCB Cape Town

Advertiser: BMW Motorrad

Title: Klein Riaan

Agency: Native VML

Advertiser: Netwerk24

Title: Campaign: 5 Minute

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

Title: Campaign: Poespas Radio

Agency: Ireland/Davenport

Advertiser: CliffCentral

Title: Suzaniël

Agency: Ninety9Cents Communications

Advertiser: Checkers

Title: Campaign: Treffers

Agency: Joe Public

Advertiser: Nedbank

Title: Campaign: Troetelname

Agency: Ninety9Cents Communications

Advertiser: Winhall & de Stadler Jewellers

Title: Want dis lekker!

Agency: Etiket

Advertiser: Kief Koekies

Title: Wildtuin

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

RETAIL

Title: Campaign: Afrikaans in Argentinië

Agency: Promise Brand Specialists

Advertiser: CNA

Title: Campaign: Afrikarnivore

Agency: Joe Public

Advertiser: Steers

Title: Campaign: Noodsaaklikhede

Agency: FCB, Cape Town

Advertiser: **Engen QuickShop**

Title: Suzaniël

Agency: Ninety9Cents Communications

Advertiser: **Checkers**

Title: Campaign: Tjie

Agency: FCB, Cape Town

Advertiser: Corner Bakery

Title: Campaign: Troetelname

Agency: Ninety9Cents Communications

Advertiser: Winhall & de Stadler Jewellers

Title: Vernuftig Vermeng

Agency: FCB, Cape Town

Advertiser: Equatorial Coffee

Title: Warm

Agency: Haas Advertising

Advertiser: Spur Steak Ranches

CRAFT

Title: Bodemloos

Agency: Shift Joe Public

Advertiser: Mugg & Bean

Craft: Writing

Title: FliekNET

Agency: Birthmark

Advertiser: KykNET Channels

Craft: Motion Graphic Design

Title: Campaign: Kies jou Kompetisie Reg

Agency: DDB South Africa

Advertiser: SABC

Craft: Writing

Title: Klein Riaan

Agency: Native VML

Advertiser: Netwerk24

Craft: Special Visual Effects

Title: KykNET Beleef jou Wêreld

Agency: Birthmark

Advertiser: KykNET

Craft: Direction

Title: KykNET Beleef jou Wêreld

Agency: Birthmark

Advertiser: KykNET

Craft: Special Visual Effects

Title: 'n Leeftyd in 'n Minuut

Agency: Joe Public

Advertiser: Dialdirect

Craft: Writing

Title: Campaign: Poespas Radio

Agency: Ireland/Davenport

Advertiser: CliffCentral

Craft: Writing

Title: Rock jou Snor

Agency: TWO.AM Agency

Advertiser: MK

Craft: Illustration

Title: Rock jou Snor

Agency: TWO.AM Agency

Advertiser: MK

Craft: Typography

Title: Campaign: Stemposboodskappe

Agency: Baie-Lingual Concepts

Advertiser: The-O/Produce/Sound Patch Collaboration

Craft: Music and Sound Design & Original Music and Sound Design

Title: Campaign: Treffers

Agency: Joe Public

Advertiser: Nedbank

Craft: Original Music and Sound Design

Title: Toe Vind Ek Jou

Agency: Chasing Migada Productions

Advertiser: Francois van Coke Feat. Karen Zoid

Craft: Cinematography

Title: Toe Vind Ek Jou

Agency: Chasing Migada Productions

Advertiser: Francois van Coke Feat. Karen Zoid

Craft: Direction

Title: Want dis lekker!

Agency: Etiket

Advertiser: Kief Koekies

Craft: Writing

COMMUNICATION DESIGN

Title: Haal die Taai uit Taal

Agency: Etiket

Advertiser: ATKV

Title: Campaign: Smaak verskil

Agency: Joe Public

Advertiser: Clover

Title: Vernuftig Vermeng

Agency: FCB, Cape Town

Advertiser: Equatorial Coffee

LIVE EVENTS & ACTIVATIONS & DIRECT COMMUNICATION

Title: Boks Vol Inspirasie

Agency: Promise Brand Specialists

Advertiser: CNA

Title: Omkeerbare Tronkbaadjie

Agency: Joe Public

Advertiser: One School at a Time

Title: Sanlam Musiekfees

Agency: King James Group
Advertiser: Sanlam

INTEGRATED CAMPAIGN (Sponsored by the ATKV)

Title: Boks vol Inspirasie

Agency: Promise Brand Specialists
Advertiser: CNA

TRULY SOUTH AFRICAN - TELEVISION

Title: Starship

Agency: Black River F.C.
Advertiser: Electronic Media Network

TRULY SOUTH AFRICAN - RADIO

Title: Campaign: A Funeral Plan for Big Families

Agency: Joe Public
Advertiser: Nedbank

Title: Campaign: Igugu

Agency: FCB 1886
Advertiser: Cell C

TRULY SOUTH AFRICAN - GENERAL

Title: Campaign: South African Christmas arriving 2015

Agency: Africards
Advertiser: Africards

TRULY SOUTH AFRICAN - CRAFT

No Finalists

STUDENTS

STUDENTS - TELEVISION; CINEMA; VIDEO COMMUNICATION; INTERNET COMMERCIALS

Title: Spel

Tertiary Institution: North-West University
Students: Schalk Willem Theron, John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche, Marcelle Versteeg

Title: Toorberg

Tertiary Institution: University of Pretoria
Students: Marilize Gouws, Monique Cowdrey

STUDENTS - RADIO

No Finalists

STUDENTS - PRINT COMMUNICATION

Title: Campaign: Alle Kwale

Tertiary Institution: Vega School of Brand Leadership, Pretoria

Students: Megan Budler, Christi Meletakos

Title: Campaign: Etiketette

Tertiary Institution: Vega School of Brand Leadership, Pretoria

Student: Layla Loots

Title: Vat-nie-khaki

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Peter Assenga

STUDENTS - COMMUNICATION DESIGN

Title: Ja Oom, Nee Oom

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Casper Schutte

STUDENTS - CRAFT

Craft: Illustration

Title: Dorp

Tertiary Institution: North-West University

Student: Amanda van der Walt

Craft: Photography and Graphic Design

Title: Ja Oom, Nee Oom

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Casper Schutte

Craft: Illustration

Title: Maaifoedie

Tertiary Institution: North-West University

Student: Lise-Marié Clarke

Craft: Cinematography

Title: Spel

Tertiary Institution: North-West University

Students: Schalk Willem Theron, John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche, Marcelle Versteeg

Craft: Editing

Title: Spel

Tertiary Institution: North-West University

Students: Schalk Willem Theron, John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche, Marcelle Versteeg

Craft: Direction

Title: Spel

Tertiary Institution: North-West University

Students: Schalk Willem Theron,
John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche,
Marcelle Versteeg

STUDENTS - INTEGRATED CAMPAIGN

Title: Bekstil

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Miemie-Louise van der Walt

Title: MK Gly

Tertiary Institution: North-West University

Students: Lise-Marié Clarke, Stefan Kruger, PJ Pretorius, Roelien Potgieter

Title: MK Gons

Tertiary Institution: North-West University

Students: Reandi Engelbrecht, Adrien Viljoen, Ronel Swanepoel, Luanri Venter

Title: MK Kuier

Tertiary Institution: North-West University

Student: Amanda van der Walt

Title: MK Live

Tertiary Institution: North-West University

Students: Tanya Loots, Marézane Trollip, Christine Muiwijk

Title: MK Tjoen-It

Tertiary Institution: North-West University

Students: Berné van Zyl, Suzél van Heerden, Junika van Schalkwyk

STUDENTS - TRULY SOUTH AFRICAN COMMUNICATION

Title: Campaign: Anyone's Game

Tertiary Institution: AAA School of Advertising, Johannesburg

Students: Lizandri van de Merwe, Yenani Madikwa

Title: President

Tertiary Institution: AAA School of Advertising, Johannesburg

Student: Mahlatse Moetlo

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28 Oct 2019

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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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