

Pendoring 2016 finalists announced

After a tough judging process, 108 finalists will be up for a Pendoring trophy. The advertising awards will take place on Friday 28 October at Vodacom World in Midrand.

In the agency section, the craft category was by far the strongest, shining with 21 finalists. The radio category came in second with 16 finalists.



Left to right: Freda Raubenheimer, Molefi Thulo (head judge), Antoinette Johnson, Zwelakhe Tshabangu and Esté de Beer. Back, left to right: Shu Sitole, Jacque Matthee, Marius van Rensburg, Paul de Klerk, Qingile Mlilwa, Susan Aukema and Deon Wggett.

A total of 28 agencies entered their work. Leading the way with 15 finalists is Joe Public, followed by FCB, Johannesburg, with 9 finalists.

The student category produced 21 finalists. Stellenbosch Academy of Design and Photography came out tops with six finalists, followed by Vega School of Brand Leadership, Pretoria, with four finalists.

For tickets to the event, please contact corrie@vibrantmedia.co.za.

Finalists

Television/Cinema Commercials - Production budget exceeding R1m (Sponsored by kykNET)

Title: #2X

Agency: The Odd Number

Advertiser: VIP (Vote is Power)

Language: Zulu

Title: Cater
Agency: M&C Saatchi Abel, Cape Town
Advertiser: Nando's
Language: All 11 official languages

Title: Hierdie Man Bou 'n Ruimtetuig
Agency: Mullen Lowe, Cape Town
Advertiser: GWK
Language: Afrikaans

Title: Tougherer
Agency: FCB, Johannesburg
Advertiser: Toyota
Language: Afrikaans

Title: TV and Life are 1:The Artist
Agency: OpenCo
Advertiser: SABC 1
Language: Zulu

Television/Cinema Commercials - Production budget under R1m (Sponsored by kykNET)

Title: Afrikaans tot innie jimmel
Agency: Uppe Marketing
Advertiser: Afrikaans.com
Language: Afrikaans

Title: Afsê
Agency: DPK
Advertiser: Liedjie.com
Language: Afrikaans

Title: Die Celeb-jagter
Agency: DPK
Advertiser: Aardklop Nasionale Kunstefees
Language: Afrikaans

Title: Campaign: Musiek vir elke oomblik
Agency: DPK
Advertiser: Liedjie.com
Language: Afrikaans

Title: Umhlobo Wenene FM
Agency: OpenCo
Advertiser: SABC Umhlobo Wenene FM

Language: Xhosa

Non-Broadcast Video & Film

Title: Campaign: Elke Woord is 'n Meesterstuk

Agency: King James Group

Advertiser: Sanlam

Language: Afrikaans

Internet Commercials; TV Trailers; Content Promos; Branded Content Video

Title: kykNET & kie is aan die blom

Agency: Birthmark

Advertiser: kykNET & kie

Language: Afrikaans

Title: kykNET Movies

Agency: Clearwater

Advertiser: kykNET

Language: Afrikaans

Title: Troy Brutus

Agency: Uppe Marketing

Advertiser: Afrikaans.com

Language: Afrikaans

Radio Communication

Title: Campaign: Airtime Transfer

Agency: FCB 1886

Advertiser: Cell C

Language: Afrikaans

Title: Campaign: A War of Words

Agency: FCB, Johannesburg

Advertiser: Netflorist

Language: Afrikaans & Sotho

Title: Campaign: Bad Parts

Agency: FCB, Johannesburg

Advertiser: Toyota

Language: Afrikaans & Zulu

Title: Campaign: Die Ware Jakob

Agency: Joe Public

Advertiser: Mercedes-Benz

Language: Afrikaans

Title: Directions

Agency: FCB, Johannesburg

Advertiser: Lexus

Language: Afrikaans

Title: GPS Stutter
Agency: FCB, Cape Town
Advertiser: BMW Motorrad
Language: Afrikaans

Title: Jan
Agency: FCB, Cape Town
Advertiser: BMW Motorrad
Language: Afrikaans

Title: Campaign: Quieter Cabin
Agency: FCB 1886
Advertiser: Toyota
Language: Afrikaans

Title: Campaign: Slyza Tsotsi 1 & Slyza Tsotsi 2
Agency: Ogilvy & Mather, Johannesburg
Advertiser: KFC
Language: Zulu

Title: Slyza Tsotsi 3
Agency: Ogilvy & Mather, Johannesburg
Advertiser: KFC
Language: Zulu

Title: Campaign: Street Movie Reviews
Agency: Ogilvy & Mather, Johannesburg
Advertiser: MultiChoice DStv
Language: Zulu

Title: Sterfbed
Agency: DDB South Africa
Advertiser: SABC TV Licences
Language: Afrikaans

Title: Tronklied
Agency: Joe Public
Advertiser: One School at a Time
Language: Afrikaans

Title: Tronkkreet
Agency: Joe Public
Advertiser: One School at a Time
Language: Afrikaans

Title: Umsebenzi
Agency: The Odd Number
Advertiser: BBC Brit
Language: Zulu

Title: Wholenut Fish
Agency: The Odd Number

Advertiser: BBC Lifestyle
Language: Zulu

Newspaper Advertising

Title: Campaign: Hilux'tjie
Agency: FCB, Johannesburg
Advertiser: Toyota
Language: Afrikaans

Title: Legende
Agency: Joe Public
Advertiser: McCain
Language: Afrikaans

Title: Mob
Agency: OpenCo
Advertiser: Apartheid Museum
Language: Afrikaans

Title: Campaign: Tussen die Boeke
Agency: Ignite Joe Public
Advertiser: MBSA
Language: Afrikaans

Title: Vet uit die storie
Agency: Joe Public
Advertiser: Clover
Language: Afrikaans

Title: Uhlu Lozalo
Agency: Joe Public
Advertiser: Nedbank
Language: Zulu

Magazine Advertising

Title: 15 FX Expanding advert
Agency: Red September
Advertiser: John Deere
Language: Afrikaans

Title: Droë verpakking
Agency: Joe Public
Advertiser: Clover
Language: Afrikaans

Title: Campaign: Loop voor jy jou vasloop
Agency: Joe Public
Advertiser: PNet
Language: Afrikaans

Title: Campaign: 'n Tikkie tuiste
Agency: King James II
Advertiser: Tiger Brands
Language: Afrikaans

Title: Campaign: The More you Listen, The More You Know
Agency: King James II
Advertiser: SAfm
Language: Afrikaans, Zulu, Tswana

Posters

Title: Campaign: #Jetloveyourself
Agency: Joe Public
Advertiser: Jet
Language: Afrikaans, Zulu

Title: Campaign: Beteuel die Barbaar
Agency: Ignite Joe Public
Advertiser: High Street Barber
Language: Afrikaans

Title: Campaign: Flitskaarte
Agency: Promise Brand Specialists
Advertiser: CNA
Language: Afrikaans

Title: Campaign: In die gesig gevat
Agency: Joe Public
Advertiser: plastiese chirurg.co.za
Language: Afrikaans

Title: Campaign: Maps
Agency: 34°
Advertiser: Campworld
Language: Afrikaans

Title: Campaign: Verbloem dit
Agency: FCB, Cape Town
Advertiser: Netflorist
Language: Afrikaans

OUT-OF-HOME

No finalists

Websites, Microsites, Mobile Applications & Sites (Sponsored by Media24)

Title: Afrikaans.com
Agency: Uppe Marketing
Advertiser: Afrikaans.com
Language: Afrikaans

Online & Mobile Advertising, Social Media & Email Marketing

No finalists

Original Afrikaans (Sponsored by Dagbreek Trust)

Title: Campaign: Geen gestry

Agency: J Walter Thompson

Advertiser: Ford

Language: Afrikaans

Title: Campaign: Goedkoop Koop

Agency: DDB South Africa

Advertiser: Honda

Language: Afrikaans

Title: kykNET & kie is aan die blom

Agency: Birthmark

Advertiser: kykNET & kie

Language: Afrikaans

Title: Rampartytjie

Agency: FCB, Johannesburg

Advertiser: Toyota

Language: Afrikaans

Title: Campaign: Want Dis Hemels!

Agency: Etiket

Advertiser: Kief Koekies

Language: Afrikaans

Retail Communication

Title: Campaign: Amanda!

Agency: MetropolitanRepublic

Advertiser: Legit

Language: Zulu

Title: Campaign: Little Shop is verby!

Agency: Ninety9Cents Communications

Advertiser: Checkers

Language: Afrikaans

Title: Campaign: Verander haar deuntjie met 'n steentjie

Agency: Ninety9Cents Communications

Advertiser: Winhall & De Stadler Jewellers

Language: Afrikaans

Craft

Craft: Typography

Title: B is vir...

Agency: Promise Brand Specialists

Advertiser: CNA

Language: Afrikaans

Craft: Editing

Title: Die Mystic Boer

Agency: King James Group

Advertiser: Sanlam

Language: Afrikaans

Craft: Performance

Title: Campaign: Airtime Transfer

Agency: FCB 1886

Advertiser: Cell C

Language: Afrikaans

Title: Campaign: Slyza Tsotsi

Agency: Ogilvy & Mather, Johannesburg

Advertiser: KFC

Language: Zulu

Title: Sterfbed

Agency: DDB South Africa

Advertiser: SABC TV Licences

Language: Afrikaans

Craft: Animation

Title: Hierdie Man Bou 'n Ruimtetuig

Agency: Mullen Lowe, Cape Town

Advertiser: GWK

Language: Afrikaans

Craft: Production Design

Title: Hierdie Man Bou 'n Ruimtetuig

Agency: Mullen Lowe, Cape Town

Advertiser: GWK

Language: Afrikaans

Craft: Writing

Title: Campaign: Airtime Transfer

Agency: FCB 1886

Advertiser: Cell C

Language: Afrikaans

Title: Campaign: A War of Words

Agency: FCB, Johannesburg

Advertiser: Netflorist
Language: Afrikaans, Sotho

Title: Campaign: Quieter Cabin
Agency: FCB 1886
Advertiser: Toyota
Language: Afrikaans

Title: Campaign: Slyza Tsotsi
Agency: Ogilvy & Mather, Johannesburg
Advertiser: KFC
Language: Zulu

Title: Vet uit die storie
Agency: Joe Public
Advertiser: Clover
Language: Afrikaans

Title: Wat jou sterre sê
Agency: Joe Public
Advertiser: People Opposing Women Abuse (POWA)
Language: Afrikaans

Craft: Illustration

Title: Campaign: Flitskaarte
Agency: Promise Brand Specialists
Advertiser: CNA
Language: Afrikaans

Title: Campaign: Maps
Agency: 34°
Advertiser: Campworld
Language: Afrikaans

Craft: Art Direction

Title: Campaign: Flitskaarte
Agency: Promise Brand Specialists
Advertiser: CNA
Language: Afrikaans

Title: Campaign: June 16 Bebathi
Agency: Dashboard Africa
Advertiser: ChannelO
Language: Zulu

Craft: Music & Sound Design

Title: Campaign: A War of Words
Agency: FCB, Johannesburg
Advertiser: Netflorist

Language: Afrikaans, Sotho

Craft: Special Visual Effects

Title: #2X

Agency: The Odd Number

Advertiser: VIP (Vote is Power)

Language: Zulu

Craft: Motion Graphic Design

Title: Herleef "n era

Agency: Birthmark

Advertiser: kykNET & kie

Language: Afrikaans

Craft: Direction

Title: Campaign: A War of Words

Agency: FCB, Johannesburg

Advertiser: Netflorist

Language: Afrikaans, Sotho

Communication Design

Title: Awkward Silence

Agency: 34°

Advertiser: Warwick Wines

Language: Afrikaans

Title: Campaign: Elke Woord is 'n Meesterstuk

Agency: King James Group

Advertiser: Sanlam

Language: Afrikaans

Title: Campaign: Hou dit skoon

Agency: Abnormal

Advertiser: Guys in Green

Language: Afrikaans

Title: Kukhanya Bha

Agency: OpenCo

Advertiser: IKwekwezi FM

Language: Ndebele

Title: Teaching Typefaces

Agency: The Jupiter Drawing Room, Johannesburg

Advertiser: Reddam House

Language: Ndebele

Live Events & Activations

Title: Elke Woord is 'n Meesterstuk
Agency: King James Group
Advertiser: Sanlam
Language: Afrikaans

Title: Veiligheidsveldtog
Agency: Ignite Joe Public
Advertiser: De Beers
Language: Afrikaans

Integrated Campaign (Sponsored by Toyota)

Title: Elke Woord is 'n Meesterstuk
Agency: King James Group
Advertiser: Sanlam
Language: Afrikaans

Title: Hoe lyk jou Afrikaans?
Agency: Uppe Marketing
Advertiser: Afrikaans.com
Language: Afrikaans

Title: Musiek-vasvra
Agency: the human.kind group
Advertiser: Auto & General
Language: Afrikaans

Students

Student – Television; Cinema; Video Communication; Internet Commercials

Title: Die kleur van ons hartsgedagtes
Tertiary Institution: University of Johannesburg
Students: Lawrence Symonds, Kelebogile Lenyai, Jabulile Zwane
Language: Afrikaans

Student – Radio Communication

Title: Nna maratong
Tertiary Institution: Vega School of Brand Leadership, Pretoria
Student: Marvin Mpanda
Language: Tswana

Student – Print Communication

Title: Campaign: Animal Thieves
Tertiary Institution: AAA School of Advertising, Cape Town
Students: Jessica Deary, Jaco Louw
Language: Afrikaans

Title: Die lewe van 'n pakkie Prestik
Tertiary Institution: University of Johannesburg

Students: Raquel Ribeiro, Evah Motsego, Xolisa Sikelenge
Language: Afrikaans

Title: Campaign: Konstabel & Jagluiperd
Tertiary Institution: Stellenbosch Academy of Design and Photography
Student: Henk Malherbe
Language: Afrikaans

Title: Nou-Nou
Tertiary Institution: Stellenbosch Academy of Design and Photography
Student: Sarah Yeats
Language: Afrikaans

Title: S'lahla
Tertiary Institution: Vega School of Brand Leadership, Pretoria
Student: Keketjo Masebe
Language: Sepedi

Title: Campaign: Tuis Besoek
Tertiary Institution: AAA School of Advertising, Cape Town
Students: Hanno Koen & Jaco Louw
Language: Afrikaans

Student – Digital Interactive Communication

Title: Laat die tonge KLAPP Toep
Tertiary Institution: Stellenbosch Academy of Design and Photography
Students: Miemie-Louise van der Walt, Michelle van Stitert
Language: Afrikaans

Student – Communication Design

Title: Bakgat Baard Hoër Baard Bybel
Tertiary Institution: Stellenbosch Academy of Design and Photography
Students: Carel Pretorius, Ewald Verster
Language: Afrikaans

Title: Breinmagnaat
Tertiary Institution: North-West University
Student: Marie Serfontein
Language: Afrikaans

Title: Delf
Tertiary Institution: AAA School of Advertising Johannesburg
Student: Danika Corral
Language: Afrikaans

Title: Plesierdier
Tertiary Institution: Red & Yellow School of Logic and Magic, Cape Town
Students: Kayleigh Garrett, Annette Minnaar
Language: Afrikaans

Title: Soetkaroo
Tertiary Institution: Vega School of Brand Leadership, Cape Town
Students: Saskia Sevenster, Bianka Wessels
Language: Afrikaans

Title: TP vir bome
Tertiary Institution: Vega School of Brand Leadership, Pretoria
Students: Cheri Kustner, Helen Aadnesgaard, Gerhard Cronje
Language: Afrikaans

Student – Craft

Craft: Illustration

Title: 30 Years of South Africa Illustrated
Tertiary Institution: AAA School of Advertising, Johannesburg
Student: Lutho Mtyamde
Language: Afrikaans

Student – Integrated Campaign (Sponsored by ATKV)

Title: 101 gebruike vir Prestik
Tertiary Institution: University of Johannesburg
Students: Raquel Ribeiro, Evah Motsego, Xolisa Sikelenge
Language: Afrikaans

Title: Bakgat Baard Hoër Veldtog
Tertiary Institution: Stellenbosch Academy of Design and Photography
Students: Carel Pretorius, Ewald Verster, Lucia Petschnig
Language: Afrikaans

Title: Die water is perfek!
Tertiary Institution: Red & Yellow School of Logic and Magic, Cape Town
Students: Carina Bonse, Gabi van Niekerk
Language: Afrikaans

Title: Dis Kak in die Donker
Tertiary Institution: Vega School of Brand Leadership, Pretoria
Student: Marjorie Meijerink
Language: Afrikaans

Title: Nie Netflix Nie
Tertiary Institution: Stellenbosch Academy of Design and Photography
Student: Keagan Clack
Language: Afrikaans