

All the Pendoring 2020 winners and rankings!

The 25th Pendoring Awards, paying tribute to and celebrating South Africa's 10 indigenous national languages, announced its 2020 winners via a Facebook Live broadcast on Friday, 13 November.

If you missed the broadcast, you can find it on The Pendoring Facebook page [here](#).



The 2020 adjudicators and jury presidents were tasked with announcing the winners, backed by uKhoiKhoi, known for their live digital looping, musical performance art encompassing multilingual expressions through opera, indigenous chants and praise poetry.

"It was a joy to celebrate such diverse work and so many new voices," said Pendoring general manager, Eben Keun. "Congratulations to all the winners for producing creative, innovative and relevant work during a tough year."

19 Gold Pendorings, 35 Silver Pendorings, 19 Gold Craft Certificates and 22 Craft Certificates were awarded in 2020.

The prestigious Umpetha Award, went to The Odd Number Johannesburg for three radio ads titled Intsipho engapheli, Sterring sok'susa idust and Upgrade yoshukela, produced in a praise singing style for Game. The Overall Student winner was Tanya Viljoen from The Creative Academy in Woodstock for Mielie, packaging design developed for Mielie Pap Kitchen & Deli.

2020 saw a record number of entries in the publication design category, with multilingual and indigenous language books

pienk ceramic-hondjies by Ryan Pedro, Geure by Lientjie Wessels and Mpumi's Magic Beads (11 language versions) all winning Gold Pendorings.

The official rankings of the 2020 Pendorring Awards have been released. The rankings provide an overview of the performance of agencies and schools based on advertising and brand communications content submitted to this year's awards.

This year's Prestigious Umpetha Award winner, The Odd Number has ranked in the top spot overall, with a total of 264 points. Joe Public United and TBWA Hunt Lascaris take second and third place, with 240 and 55 points respectively. Dit&Dat Ontwerp and Ogilvy SA finished off the top 5, with 39 and 18 points respectively.

AAA School of Advertising ranked as the top educational institution with 70 points, followed by IIE-Vega (58 points), North-West University (53 points), Red & Yellow Creative School of Business (46 points) and The Creative Academy (42 points).

NB Publishers a division of Media24 Boeke (Pty) Ltd ranked as the top publishing house with 22 points, and New Africa Books and Annake Müller Publishing took second and third place with 18 and 10 points.

UMPETHA WINNER				
Award	Agency	Category	Brand	Title
Umpetha Winner	The Odd Number - Johannesburg	Radio & Audio - Radio Station Commercials	Massdiscounters	Upgrade yoshukela; Intsipho engapheli; Sterring sok'susa idust
STUDENT OVERALL WINNER				
Student Overall Winner	The Creative Academy - Woodstock, Cape Town	Student Design - Package Design	Melie Pap Kitchen & Deli	Melie
DIGITAL COMMUNICATION				
Silver	Dit&DatOntwerp - Cape Town	Digital Website, Microsite or Mobile Media	KOER	Die KOER toep (app)
Gold	Joe Public United - Johannesburg	Digital Social Media	SAB	Castle Milk Stout - Clan Pledge.
Silver	Grid Worldwide - Johannesburg	Digital Social Media	Grid Worldwide	Youth Day/ Translate
Silver	M&C Saatchi Abel - Cape Town	Digital Social Media	Nando's	The COVIDictionary
Silver	Dit&DatOntwerp - Cape Town	Digital Social Media	KOER	Merksleep in 2020 SM(Wooing in 2020)
Craft Gold	Dit&DatOntwerp - Cape Town	Digital Writing	KOER	KOER Merksleep 2020 Writing
DESIGN				
Silver	Dit&DatOntwerp - Cape Town	Brand Identity and Collateral Design	KOER	KOER logo
Silver	Just Design - Stellenbosch	Graphic Design Package Design	Distell	Olof Bergh Brandy Packaging Upgrade
Gold	NB Publishers a division of Media24 Boeke (Pty) Ltd - Cape Town	Publication Design - Single Element	NB Publishers a division of Media24 Boeke (Pty) Ltd	Pienk Ceramic-hondjies - Ryan Pedro
Silver	NB Publishers a division of Media24 Boeke (Pty) Ltd - Cape Town	Publication Design - Single Element	NB Publishers a division of Media24 Boeke (Pty) Ltd	U Kondelala by Mbedzi Nyelisani
Gold	Annake Müller Publishing - Observatory	Publication Design - Whole Publication	Annake Müller Publishing	Geure deur Lientjie Wessels
Gold	New Africa Books - Cape Town	Publication Design - Whole Publication	New Africa Books	Mpumi's Magic Beads (11 language versions)
Silver	New Africa Books - Cape Town	Publication Design - Whole Publication	New Africa Books	Multilingual ABC
Silver	Just Design - Stellenbosch	Campaign Design Mixed Media Campaign	Distell	Olof Bergh Brandy Branding and Packaging Upgrade
Craft Certificate	LAPA Uitgewers - Pretoria	Design Crafts Illustration	Linki Brand	Sylvester, ramkat van die Groot-Karoo
Craft Certificate	LAPA Uitgewers - Pretoria	Design Crafts Illustration	Linki Brand	Wolk
FILM				
Silver	Riverbed Agency - Johannesburg	Television & Cinema Commercials with a production budget exceeding R1m	Aware.org	Russian Roulette

Gold	Joe Public United - Johannesburg	Television & Cinema Commercials with production budget under R1m	Assupol	Eagen's Journey
Silver	Grid Worldwide - Johannesburg	Television & Cinema Commercials with production budget under R1m	Hyundai SA	Vegan
Gold	Joe Public United - Johannesburg	Online Film & Commercials	SAB	Castle Milk Stout Clan Beats
Gold	Joe Public United - Johannesburg	Online Film & Commercials	Apartheid Museum	The Struggle Of '76
Campaign Gold	TBWA Hunt Lascaris - Johannesburg	Online Film & Commercials	MTN South Africa	Matrass
Campaign Gold	TBWA Hunt Lascaris - Johannesburg	Online Film & Commercials	MTN South Africa	Papgeld
Campaign Gold	TBWA Hunt Lascaris - Johannesburg	Online Film & Commercials	MTN South Africa	Mindgames
Silver	Joe Public United - Johannesburg	Online Film & Commercials	SAB	Castle Milk Stout Hlala eKhaya
Silver	Ogilvy SA - Johannesburg	TV Trailers and Content Promos	MultiChoice	Ous Dorah
Silver	Joe Public United - Johannesburg	Non-Broadcast Video and Film	Chicken Licken	Taxi TV
Gold	Admit One Media -- Johannesburg	Branded Content Film	kykNET	Gewoon Ongewoon
Craft Gold	The Odd Number - Johannesburg	Film Crafts - Direction	Assupol	The Greatest Gift
Craft Certificate	The Odd Number - Johannesburg	Film Crafts - Cinematography	Assupol	The Greatest Gift
Craft Gold	Joe Public United - Johannesburg	Film Crafts - Writing	Chicken Licken	Taxi TV
Craft Gold	Joe Public United - Johannesburg	Film Crafts - Writing	SAB	Castle Milk Stout Hlala eKhaya
Craft Gold	Joe Public United - Johannesburg	Film Crafts - Writing	Apartheid Museum	The Struggle Of '76
Craft Certificate	Joe Public United - Johannesburg	Film Crafts - Writing	Assupol	Eagen's Journey
Craft Certificate	Joe Public United - Johannesburg	Film Crafts - Performance	Apartheid Museum	The Struggle Of '76
INTEGRATED COMMUNICATION				
Gold	Joe Public United - Johannesburg	Integrated Multimedia - Campaign	Apartheid Museum	The Struggle Of '76
Silver	Dit&DatOntwerp - Cape Town	Integrated Multimedia - Campaign	KOER	KOER Dating App Integrated Campaign
LIVE				
Gold	Joe Public United - Johannesburg	Live Activations	Assupol	Eagen's Journey
PRINT COMMUNICATION				
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	Sweetpakbroek
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	Frokkie
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	Denimbroek
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	Trui
Silver	Joe Public United - Johannesburg	Indoor Posters	Pendoring	If It Doesn't Work In English.. It Works For Us
Silver	Joe Public United - Johannesburg	Indoor Posters	Assupol	There Will Be No Monuments Here
Silver	Joe Public United - Johannesburg	Indoor Posters	Chicken Licken	SoulFire Songs
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	Op Die Bed
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	Op Die Mat
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	Op Die Moer
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	Op Die Agtersitplek
Silver	Joe Public United - Johannesburg	Indoor Posters	All For Masks	The Most important Mask In African History
Silver	Boomtown - Port Elizabeth	Branded Content	Nestle	SAM DREAMS RECIPE STORYBOOK
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	Sweetpakbroek
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	Frokkie

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Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	Denimbroek
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	Assupol	There Will Be No Monuments Here
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	All For Masks	The Most important Mask In African History
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	Op Die Bed
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	On The Seat
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	Op Die Mat
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	Op Die Moer
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	In Die Stort
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	Chicken Licken	Inner Piece
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	Chicken Licken	Every Meal Is A Chicken Licken Meal
Craft Gold	Joe Public United - Johannesburg	Craft - Writing	Pendoring	If It Doesn't Work In English, It Works For Us
Craft Certificate	Joe Public United - Johannesburg	Craft - Writing	Assupol	There Will Be No Monuments Here
Craft Gold	Joe Public United - Johannesburg	Crafts - Photography	Assupol	There Will Be No Monuments Here
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	Sweetpakbroek
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	Frokkie
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	Denimbroek
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	Trui
Craft Certificate	Joe Public United - Johannesburg	Crafts - Photography	All For Masks	The Most important Mask In African History
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	In Die Stort
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	On The Seat
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	Op Die Bed
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	Op Die Moer
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	Op Die Mat
Craft Certificate	Boomtown - Port Elizabeth	Crafts - Illustration	Nestle	SAM DREAMS RECIPE STORYBOOK
Craft Certificate	Joe Public United - Johannesburg	Crafts - Illustration	Chicken Licken	Inner Piece
Craft Gold	Joe Public United - Johannesburg	Crafts - Typography	Pendoring	If It Doesn't Work In English, It Works For Us
RADIO				

Campaign Gold	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	Upgrade yoshukela
Campaign Gold	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	Intsipho engapheli
Campaign Gold	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	Sterring sok'susa idust
Gold	Joe Public United - Johannesburg	Radio Station Commercials	Chicken Licken	Up to you
Campaign Silver	Joe Public United - Johannesburg	Radio Station Commercials	Nedbank	5.11% Interest
Campaign Silver	Joe Public United - Johannesburg	Radio Station Commercials	Nedbank	Gold Card
Campaign Silver	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	Whipped Cream
Campaign Silver	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	Swiss Roll
Campaign Silver	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	Ice Tropez
Silver	TBWA Hunt Lascaris - Johannesburg	Internet & Mobile Audio Commercials	Tears Foundation	For some, the war is at home
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	Intsipho engapheli
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	Sterring sok'susa idust
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	Upgrade yoshukela
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	Swiss Roll
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	Ice Tropez
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	Whipped Cream
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Writing	Massdiscounters	Intsipho engapheli
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Writing	Massdiscounters	Sterring sok'susa idust
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Writing	Massdiscounters	Upgrade yoshukela
Craft Gold	Joe Public United - Johannesburg	Craft - Writing	Chicken Licken	Up to you
Craft Certificate	TBWA Hunt Lascaris - Johannesburg	Craft - Writing	Tears Foundation	For some, the war is at home
Campaign Craft Certificate	Joe Public United - Johannesburg	Craft - Writing	Nedbank	Gold Card
Campaign Craft Certificate	Joe Public United - Johannesburg	Craft - Writing	Nedbank	5.11% Interest
Craft Gold	Joe Public United - Johannesburg	Craft - Original Music & Sound Design	SAB	Castle Milk Stout Clanbeats
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	Upgrade yoshukela
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	Intsipho engapheli
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	Sterring sok'susa idust
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	Swiss Roll
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	Ice Tropez
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	Whipped Cream

Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Performance	Massdiscounters	Intsipho engapheli
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Performance	Massdiscounters	Sterring sok'susa idust
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Performance	Massdiscounters	Upgrade yoshukela
Craft Certificate	TBWA Hunt Lascaris - Johannesburg	Craft - Performance	Tears Foundation	For some, the war is at home
STUDENT AWARDS				
Gold	North-West University - Potchefstroom	Student Film - Motion Graphic Design	LITASA	The LITASA Hunt
Silver	Red & Yellow Creative School of Business - Salt River, Cape Town	Student Film - Motion Graphic Design	Red & Yellow Creative School of Business	Ghetto 7785
Gold	IIE-Vega - Johannesburg	Student Radio and Audio - Radio Commercials & Branded Content	Aware.org	Phuza Face - Zulu
Silver	IIE-Vega - Johannesburg	Student Radio and Audio - Radio Commercials & Branded Content	Aware.org	Phuza Face - Sotho
Silver	Red & Yellow Creative School of Business - Salt River, Cape Town	Student Print - Magazine Advertising	Mrs Balls	Yonk'into iyahlangana
Silver	Red & Yellow Creative School of Business - Salt River, Cape Town	Student Print - Indoor Posters	#askforangela	Shot
Silver	IIE-Vega - Johannesburg	Student Design - General Design	Robertson Winery	Ons is meer as wyn
Silver	AAA School of Advertising - Cape Town	Student Design - General Design	AAA School of Advertising	Poetry and all that Jazz - J&B ticket
Gold	North-West University - Potchefstroom	Student Design - Publication Design - Whole Publication	E.S. Le Grange	Divan se Avonture
Silver	IIE-VEGA - Sandton	Student Design - Publication Design - Whole Publication	Book Dash	Ayaaha Climate Change Quest
Gold	The Creative Academy - Woodstock, Cape Town	Student Design - Package Design	Melie Pap Kitchen & Deli	mielie
Silver	The Creative Academy - Woodstock, Cape Town	Student Design - Package Design	Kraai-brak Breweries	Hou vas my moves, check hierdie bier!
Silver	AAA School of Advertising - Cape Town	Student Design - Design for Digital	AAA School of Advertising	Jol Magazine
Silver	AAA School of Advertising - Cape Town	Student Out of Home - In-Store	AAA School of Advertising	Vandag se jong mense is opgef*kk - Big Blue
Craft Gold	North-West University - Potchefstroom	Student Print, Design & OOH Crafts - Illustration	E.S. Le Grange	Divan se Avonture
Craft Certificate	North-West University - Potchefstroom	Student Print, Design & OOH Crafts - Illustration	Cerebos	Sout van die Aarde
Craft Certificate	North-West University - Potchefstroom	Student Print, Design & OOH Crafts - Illustration	Iewers in die bos	Iewers in die bos
Gold	North-West University - Potchefstroom	Student Integrated Campaign - Student Integrated Multimedia	LITASA	The LITASA Hunt
Silver	North-West University - Potchefstroom	Student Integrated Campaign - Student Integrated Multimedia	Boks vir 'n Buurvrou & Pick n Pay	Buurvroutrots!

Rankings

Here, the full rankings list:

Agencies	Points
The Odd Number - Johannesburg	264
Joe Public United - Johannesburg	240
TBWA Hunt Lascaris - Johannesburg	55
Dit&DatOntwerp - Cape Town	39
Ogilvy SA - Johannesburg	18
Grid Worldwide - Johannesburg	16
Just Design - Stellenbosch	16
Admit One Media CC - Randburg	12
Boomtown - Port Elizabeth	12
M&C Saatchi Abel - Cape Town	12

Riverbed Agency - Johannesburg	12
Afropulse Media (Pty) Ltd - Johannesburg	8
LAPA Uitgewers - Pretoria	8
Brave Group - Johannesburg	6
Avatar - Johannesburg	4
Pacinamix - Meyersdal	4
Today Brand Studio - Port Elizabeth	4
MrsKing Productions - Johannesburg	2
Prude Technologies - Durban	2
Que Ntuli - Benoni	2

Schools	Points
AAA School of Advertising - Cape Town	70
IIE-Vega - Johannesburg	58
North-West University - Potchefstroom	53
Red & Yellow Creative School of Business - Salt River, Cape Town	46
The Creative Academy - Woodstock, Cape Town	42
Stellenbosch Academy of Design and Photography - Stellenbosch	6
Boston Media House - Pretoria	2
UJ FADA	2

Publishing Houses	Points
NB Publishers a division of Media24 Boeke (Pty) Ltd - Cape Town	22
New Africa Books - Cape Town	18
Annake Müller Publishing - Observatory	10
Meta Publishing - Stellenbosch	4
Leseli Creative Communications - Cape Town	2

**The Pendorring ranking points are awarded as follows: finalists receive 2 points each, craft certificates 4 points and gold craft winners 7 points. A silver Pendorring receives 8 points, a campaign silver gets 12 points, a gold Pendorring 10 points and a campaign gold 15 points. Campaign craft certificates receive 6 points each, while campaign gold craft gets 10.5 points and the Prestigious Umpetha Award and Overall Student Winner get 20 points each.*

The Pendorings are also delighted to announce their new headline sponsor for 2021, Hollard. “We understand the power of a ‘hello’ to make a connection, because connections create better futures for South Africans. And we understand the power of language to make connections,” said Hollard’s CMO, Heidi Brauer. “We 100% support the diversity The Pendorings celebrate and encourage in the creative industry.”

The Pendorings are not just about awards but about education, debate and change. Part of that is the first Pendorring Business Seminar on 17 November in partnership with Fin24, PanSALB and the Indigenous Language Action Forum.

Register [here](#) for the webinar. For more information, visit www.pendoring.co.za and follow it on [Facebook](#), and follow [@Pendoring](#) on Twitter or Instagram [@pendoring_za](#) #SpeakSouthAfrican #EnglishNeverLovedUs #Pendoring2020.

For more, visit: <https://www.bizcommunity.com>