

2021 Pendoring e tjhunwa ke Hollard Awards winners and rankings announced

The Pendoring e tjhunwa ke Hollard Awards announced their 2021 winners on Thursday in a virtual ceremony live streamed from Hollard's Villa Arcadia, hosted by comedian and satirist, Coconut Kelz; visual artist, Lady Skollie; musicians uKhoiKhoi and 1Revolution Brass Band and dancers Mbali Nkosi and Charlston Van Rooyen.



Coconut Kelz

Employing over-the-top antics and farce, the cast pushed the limits of South African humour while celebrating what Pendoring stands for: promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

2021 was a bumper year that saw a 24% increase in entries, 42% more finalists in the Digital Communications category, 22% more finalists in the student awards and 35% more finalists in the Radio & Audio category.

Pendoring GM Eben Keun is understandably thrilled, "Thank you to all the agencies, publishing houses and schools that entered the Pendoring Awards this year. We saw pronounced growth not just in total entries, but in specific languages: isiZulu entries increased by 138.89%; Sepedi entries doubled; Setswana entries are up by 222%; Xitsonga entries increased by 142.85%; and we received our first entry in N|uu this year. This indicates true change beginning to take shape within our industry, and brands continuing to tell authentic stories in indigenous languages.

"We are also proud to announce our top-ranked agencies for 2021. Congratulations and thank you for pursuing excellence with SA's indigenous language creative content."

Prestigious Umpetha Award

This year's Prestigious Umpetha Award is shared by TBWA \ Hunt Lascaris and Toasted Samish, who worked together on the integrated campaign: Shwii by Nissan. The campaign, which also won in Digital and Radio & Audio categories, hacked and disrupted the popular navigation app Waze, to create their own set of isiZulu commands that are suited to local drivers.

Boniswa Pezisa, the Pendoring jury president for 2021 commented, “Most distinctive of all the entries is this year’s Prestigious Umpetha Award winner, which stands heads and shoulders above the rest of its competitors, as it pushed the boundaries by digging deeper into the depths of the rich melodic sounds and gestures of the language. Leveraging nuance and culture of everyday speak, blending it into a rich poetic tapestry of sound. The sound that can only emerge from Mzansi. Halala Umpetha!!!”

Overall student winner

The 2021 Overall Student Winner goes to Red & Yellow Creative School of Business, Cape Town, for Ichebetyu Goes A Long Way, an integrated campaign that plays off the insight that South Africans can make that last bit of Sunlight Laundry Soap last a very long time.



Airtime scratch card and recharge.

After customers had traded their ichebetyus, they received an airtime voucher on which a scratch-card feature was printed.

Upon claiming the airtime voucher, an automated SMS was sent to the customer. This gave them the opportunity to vote for the community they believed needed cleaning. Communities that received the most votes, were cleaned using the ichebetyu collected throughout the campaign.

The English translation for the scratch card reads:

R5 Airtime.
Ichebetyu goes a long way.
Scratch to reveal voucher.

The English translation for the SMS reads:

Hi! You've just redeemed a R5 airtime voucher with Sunlight. Vote now for Sunlight to work an ichebetyu miracle on your community for FREE! Vote by replying with the number of the community you want to vote for:

1. Egoli
2. E Bonnytown
3. E Masiphumelele

The community with the most votes will be cleaned with Sunlight using your donated ichebetyu. Ichebetyu goes a long way.



[click to enlarge](#)

Heidi Brauer, chief marketing officer for headline sponsors Hollard, said “As we enter this special decade, we just know that the world-class entries delivered by all our finalists will inspire more South Africans to produce work in our beautiful and diverse mother tongues. In this sense, the Pendorings really do act as a catalyst for positive and enduring change in Mzansi, which aligns so nicely with Hollard’s organisational purpose.”

Rankings

Pendoring has also announced the rankings for 2021. The top agency this year, Joe Public United, won several Gold Pendorings for their Castle Milk Stout ClanBeat campaign and for their Chicken Licken Humble Achaar radio campaign.

Pendoring 2021 top 12 Agencies

1. Joe Public United
2. TBWA \ Hunt Lascaris
3. FCB
4. Toasted Samish
5. Boomtown
6. Abnormal
7. Dit&Dat Ontwerp
8. King James Group
9. Sauce Advertising
10. Ogilvy South Africa
11. 8909
12. Afropulse Media

Pendoring 2021 top 5 Content Publishers

1. Pan MacMillan
2. New Africa Books
3. Naledi
4. Klyntji.com
5. ATKV

Pending 2021 Top 8 Schools/Universities

1. Red & Yellow Creative School of Business
2. IIE-Vega
3. AAA School of Advertising
4. North-West University
5. The Open Window
6. Stellenbosch Academy of Design and Photography
7. The Creative Academy, Cape Town
8. Boston Media House

Says Pezisa: “Come back, inspire and push the frontiers further in 2022 and usher in the Unesco Decade of Indigenous Languages with your dignified quirky presence.”

All the winners

PRESTIGIOUS UMPETHA AWARD				
PRIZE	AGENCY	ENTRY TYPE	BRAND	TITLE
Prestigious Umpetha Award	TBWA\ Hunt Lascaris AND Toasted Samish	Integrated Multimedia – Campaign	Nissan South Africa	Shwii by Nissan
STUDENT OVERALL WINNER				
Overall Student Winner	Red & Yellow Creative School of Business	Student Integrated Multimedia - campaign	Sunlight	Ichebetu Goes A Long Way
DIGITAL COMMUNICATION				
Gold	TBWA\ Hunt Lascaris	Social Media	Nissan South Africa	Shwii by Nissan
Silver	Joe Public United	Social Media	Flying Fish - AbinBev	Local Gifs
Silver	Sauce Advertising	Digital Applications, Games & Interactive Tools	Wimpy	We love it when you #TalkLocal
Craft Certificate	Dit&Dat Ontwerp	Digital Crafts – Writing	KOER - Afrikaans Dating App	Koes die Ongemak / Dodge the Awkwardness
Craft Certificate	8909	Digital Crafts – Writing	GSK / Med-Lemon	Bra Shakes
Craft Gold	TBWA\ Hunt Lascaris	Digital Crafts – Use of Technology	Nissan South Africa	Shwii by Nissan
DESIGN				
Silver	Joe Public United	Logos	Castle Milk Stout - ABinBev	ClanBeat - Logo
Gold	Joe Public United	General Design	Castle Milk Stout - ABinBev	ClanBeat Vinyl
Silver	Africa Open Institute	Publication Design – Single element	Naledi	Die Wrede Relas van Vuilgat en Stilte
Gold	Pan Macmillan	Publication Design – Whole Publication	Pan Macmillan South Africa	SIMUNYE (Zulu picturebook)
Gold	Pan Macmillan	Publication Design – Whole Publication	Pan Macmillan South Africa	The Girl with 21 Questions (Setswana picturebook)
Silver	New Africa Books	Publication Design – Whole Publication	New Africa Books	Mpumi and Jabu's Magical Day (11 languages)
Silver	Pan Macmillan	Publication Design – Whole Publication	Pan Macmillan South Africa	Krok en Dil (graphic novel for young readers)
Silver	New Africa Books	Publication Design – Whole Publication	New Africa Books	RainBeast
Silver	ATKV	Publication Design – Whole Publication	ATKV	Taalgenoot

Silver	Dit&Dat Ontwerp	Design for Digital	KOER - Afrikaans Dating App	Koes die Ongemak / Dodge the Awkwardness
Craft Gold	Joe Public United	Design Crafts – Illustration	Castle Milk Stout - ABinBev	ClanBeat Vinyl
FILM				
Silver	King James Group	Television & Cinema Commercials with production budget under R1m	TymeBank	Save What Matters
Gold	Joe Public United	Online Film & Commercials	Castle Milk Stout - ABinBev	ClanBeat - Culture Will Never Die
Craft Gold	Joe Public United	Film Crafts – Direction	Castle Milk Stout - ABinBev	ClanBeat - Culture Will Never Die
Craft Gold	Joe Public United	Film Crafts – Cinematography	Castle Milk Stout - ABinBev	ClanBeat - Culture Will Never Die
Craft Certificate	Joe Public United	Film Crafts – Writing	Chicken Licken	Khumbul'ekhaya
Craft Gold	Joe Public United	Film Crafts – Special Visual Effects	Castle Milk Stout - ABinBev	ClanBeat - Culture Will Never Die
Craft Certificate	Klyntji	Film Crafts – Editing	Klyntji	Die herrie is los op Klyntji.com
Craft Gold	Joe Public United	Film Crafts – Original Music & Sound Design	Castle Milk Stout - ABinBev	ClanBeat - Culture Will Never Die
Campaign Craft Gold	HelloFCB+	Film Crafts – Performance	City of Cape Town	Boys Do What Men Teach Them - Touch
Campaign Craft Gold	HelloFCB+	Film Crafts – Performance	City of Cape Town	Boys Do What Men Teach Them - Catcall
INTEGRATED COMMUNICATION				
Gold	Joe Public United	Integrated Multimedia – Campaign	Castle Milk Stout - ABinBev	ClanBeat - Campaign
Gold	TBWA\ Hunt Lascaris	Integrated Multimedia – Campaign	Nissan South Africa	Shwii by Nissan
Silver	Sauce Advertising	Integrated Multimedia – Campaign	Wimpy	We love it when you #TalkLocal
LIVE				
Silver	Joe Public United	Live Events	Castle Milk Stout - ABinBev	Ancestors Day
Silver	Boomtown	Live Activations	National Glass	The Last Child
Craft Certificate	Boomtown	Live Crafts – Art Direction/Stylist	National Glass	The Last Child
OUT OF HOME				
Silver	Boomtown	Outdoor Media	National Glass	The Last Child
Gold	Joe Public United	Direct Mail	Castle Milk Stout - ABinBev	ClanBeat Vinyl
Silver	Joe Public United	Direct Mail	Chicken Licken	SoulFuel Lamp
Silver	Boomtown	Ambient	National Glass	The Last Child
PRINT COMMUNICATION				
Campaign Silver	Joe Public United	Newspaper & Magazine Advertising	Chicken Licken	Hungrier Stories - Pusha
Campaign Silver	Joe Public United	Newspaper & Magazine Advertising	Chicken Licken	Hungrier Stories - Vaya
Campaign Silver	Joe Public United	Newspaper & Magazine Advertising	Chicken Licken	Hungrier Stories - Jaiva
Silver	King James Group	Newspaper & Magazine Advertising	TYMEBANK	SAVE WHAT MATTERS
Campaign Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Chicken Licken	S'Dumo Burger - Mzansi Jackson
Campaign Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Chicken Licken	S'Dumo Burger - Mzansi Lopez
Campaign Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Chicken Licken	S'Dumo Burger - Mzansi Houston
Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Assupol	Amaduduzo - u-Matras
Craft Certificate	Joe Public United	Print & OOH Crafts – Writing	Vital	Whenthere'snotimeforbreaks
Craft Certificate	Joe Public United	Print & OOH Crafts – Photography	Assupol	Amaduduzo - u-Matras
Campaign Craft Certificate	Abnormal	Print & OOH Crafts – Illustration	Craft Homes	Braai vs. Slaai
Campaign Craft Certificate	Abnormal	Print & OOH Crafts – Illustration	Craft Homes	Klassiek vs. kontemporêr
Campaign Craft Certificate	Abnormal	Print & OOH Crafts – Illustration	Craft Homes	Skerms vs. skuil
RADIO & AUDIO				
Campaign Silver	Joe Public United	Radio Station Commercials	Chicken Licken	Humble Achaar - Fork 'n Knife
Campaign Silver	Joe Public United	Radio Station Commercials	Chicken Licken	Humble Achaar - Instagram

Campaign Silver	Joe Public United	Radio Station Commercials	Chicken Licken	Humble Achaar - Gordon Ramsay
Campaign Gold	TBWA\ Hunt Lascaris	Internet & Mobile Audio Commercials	Nissan South Africa	Ngola yamalahle
Campaign Gold	TBWA\ Hunt Lascaris	Internet & Mobile Audio Commercials	Nissan South Africa	Stuthuthu
Campaign Gold	TBWA\ Hunt Lascaris	Internet & Mobile Audio Commercials	Nissan South Africa	Ganda Ganda
Gold	Toasted Samish	Internet & Mobile Audio Commercials	Nissan SA	Asithi Shwii
Silver	Joe Public United	Internet & Mobile Audio Commercials	Castle Milk Stout - ABinBev	ClanBeat - KoMama
Campaign Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Chicken Licken	Humble Achaar - Fork 'n Knife
Campaign Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Chicken Licken	Humble Achaar - Instagram
Campaign Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Chicken Licken	Humble Achaar - Gordon Ramsay
Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Castle Milk Stout - ABinBev	Great S.African Fal'Story - Bhambatha Rebellion
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Writing	Nissan South Africa	Ngola yamalahle
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Writing	Nissan South Africa	Stuthuthu
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Writing	Nissan South Africa	Ganda Ganda
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Writing	Chicken Licken	Humble Achaar - Fork 'n Knife
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Writing	Chicken Licken	Humble Achaar - Instagram
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Writing	Chicken Licken	Humble Achaar - Gordon Ramsay
Craft Certificate	Joe Public United	Radio & Audio Crafts – Writing	Nedbank	A lot can happen in 12 months - Hip Hop
Craft Certificate	Joe Public United	Radio & Audio Crafts – Writing	Castle Milk Stout - ABinBev	Great S.African Fal'Story - Bhambatha Rebellion
Craft Gold	Joe Public United	Radio & Audio Crafts – Original Music & Sound Design	Castle Milk Stout - ABinBev	ClanBeat - KoMama
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Performance	Nissan South Africa	Ganda Ganda
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Performance	Nissan South Africa	Ngola yamalahle
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Performance	Nissan South Africa	Stuthuthu
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Performance	Chicken Licken	Humble Achaar - Fork 'n Knife
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Performance	Chicken Licken	Humble Achaar - Instagram
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Performance	Chicken Licken	Humble Achaar - Gordon Ramsay
Craft Certificate	Joe Public United	Radio & Audio Crafts – Performance	Castle Free - ABinBev	Dorp/Dop - Sokkie
STUDENT AWARDS				
Gold	IIE-Vega	Social Media	ZamBuk	ZamBuk Commission
Silver	AAA School of Advertising	Social Media	Aware.org	Isibonelo Esihle
Silver	Red & Yellow Creative School of Business	Digital Applications, Games & Interactive Tools	ATKV	Brak en Jan
Silver	North-West University	General Design	Robertson's Spices	The King and Queen of the Spice Route
Silver	North-West University	Publication Design - Single element	Taalgenoot	Zaan kultuur
Silver	North-West University	Package Design	Robertson's Spices	The King and Queen of the Spice Route
Silver	Red & Yellow Creative School of Business	Outdoor Media	Sunlight	Ichebetyu Billboard
Silver	Red & Yellow Creative School of Business	Outdoor Media	BlackandBrownSkin.uk	Ungavumeli umhlaza wolusu ukuchwechwele
Craft Certificate	North-West University	Student Print, Design & OOH Crafts – Illustration	Taalgenoot	Zaan kultuur

Craft Certificate	North-West University	Student Print, Design & OOH Crafts – Typography	Taalgenoot	Zaan kultuur
Gold	Red & Yellow Creative School of Business	Student Integrated Multimedia - campaign	Sunlight	Ichebetyu Goes A Long Way

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