

Judy Kriel shows everyone who is the coolest at this year's Pendoring Advertising Awards

Issued by [Pendoring](#)

24 Nov 2014

Judy Kriel wanted to capture the true essence of being cool with her entry for this year's Pendoring Advertising Awards and in the process she bagged the coolest prize of all - Overall Student Winner at the 2014 Pendoring Advertising Awards.



[click to enlarge](#)

Kriel, a final year student at the North-West University, received the overall student prize for her work titled MK SosialeTelevisie. In this campaign she compared teenagers and their parents' fashion, technology, entertainment and music from their respective "cool" eras as a way of making MK part of modern teenagers' cool lexicon.

"I conceptualised the campaign to create a playful image for MK SosialeTelevisie. I worked with the insight that teenagers are somewhat nostalgic, but that they have a powerful urge to be cool and to fit in," says Kriel, who recently completed her final year exams at North-West University.

The MK SosialeTelevisie-campaign first received a gold Pendoringaward and R6000 in prize money in the student category for Truly South African integrated campaigns. By adding the overall student prize, Kriel then boosted her winnings by an additional R10,000 and an internship at TBWA\Hunt\Lascaris.

"Recognition by the Pendoring Advertising Awards means a great deal for one's career and to win the overall prize is a great honour. It is also very rewarding to have your hard work recognised and to be able to make a contribution to Afrikaans. I am really looking forward to what lies ahead," says Kriel.

The Pendoring-judges all agreed that Kriel's winning entry rose head and shoulders above the other student entries.

"Some of the students had a great concept, but they executed poorly. Others presented great creative executions, but their concepts were found wanting. In Judy's case she had a great idea and she executed it very professionally. Her work could easily have won in one of the professional categories," says Rob McLennan, executive creative director of King James II and head judge of the Truly South African categories for the 2014 Pendoring Advertising Awards.

This year, North-West University delivered the most finalists and winners in the Pendoring Advertising Awards' student categories. Aside from Kriel's winning work, Janus Badenhorst and AnjaKocks of the university both won a silver Pendoring for their integrated campaigns.



[click to enlarge](#)

Kriel shared the Awards evening's limelight with King James Cape Town, which won the Umpetha Award for the best Truly South African advertising campaign. Its advertisement entitled "The Reader" for Bell's Whisky was chosen as the winner. The Prestigeprize was not awarded this year, but Japie Gouws, managing director of the ATKV and Chairman of the Pendoring Advertising Awards announced on the night that the R50,000 Prestige prize money would be added to the overall prize money in 2015.

The Pendoring Advertising Awards will celebrate its 20th anniversary next year.

The Pendoring Advertising Awards would like to thank the following sponsors:

Platinum: Ads24, ATKV, kykNET, Media24. **Gold:** Die Burger, Huisgenoot, Rapport, Toyota. **Bronze:** Caxton Community Newspapers, Jacaranda FM, MyEdit, OFM en Sanlam. **Partners:** Adlip, DEKAT, KWV, eVati mineral water, kulula.com, Leopard's Leap Wines, Marklives.com, Newsclip, Sonovision, toeter.

▪ **Joe Public tops the 2019 Pendoring rankings** 27 Nov 2019

▪ **#Pendoring2019: Congratulations, Dorings!** 4 Nov 2019

▪ **The Pendoring Awards to celebrate creative work in indigenous languages on 31 October at UJ Art Centre**

28 Oct 2019

▪ **Skud solank die vere reg vir nog 'n glansryke Pendoring-bekroningsaand** 11 Oct 2017

▪ **It's all systems go for Pendoring's glittering gala event** 11 Oct 2017



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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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