

2015 Pendoring judging panel appointed

Issued by [Pendoring](#)

2 Jul 2015

The judges for this year's Pendoring Advertising Awards have been appointed and represent some of the top creatives in the country, as well as some of the best and most awarded agencies in South Africa.

Two panels of judges have been appointed, one for the Afrikaans entries and one for the other nine vernacular languages. Entries can be in any of our country's official languages, excluding English.

The judges for the Afrikaans entries are:

Konstant van Huyssteen, creative director, FCB, Cape Town
Claudi Potter, senior copywriter, Joe Public
Ricardo Rocha, executive creative director, Etiket
Leon Jacobs, creative director, Woolworths
Annette Nel, executive creative director, Baie-lingual Concepts
Nico Botha, senior copywriter, TBWA\Hunt\Lascaris, Johannesburg
Deon Wiggett, executive creative director and founding partner, Famous Copy
Marius van Rensburg, executive creative director, Ninety9cents Communications
Nerine Gardiner, copywriter, FoxP2
Wimpie le Roux, managing director, Publicis Machine
Liana Liebenberg, senior art director, FCB Johannesburg

The judges of the truly South African categories (all languages except English and Afrikaans) are:

Neo Mashigo, executive creative director, Ogilvy Johannesburg
Xolisa Dyeshana, executive creative director, Joe Public
Nkgabiseng Mutao, art director, FCB Johannesburg
Festus Masekwameng, executive creative director, MKT Media
Vumile Mavu, creative director, MC Saatchi Abel Johannesburg
Melusi Tshabalala, executive creative director, Flint n Tinder
Xolisa Radebe, creative director, OpenCo
Mohlalifi Lentsoane, senior copywriter, FoxP2 Johannesburg

"I am not looking for a Sotho ad, a Zulu or Shangaan ad. I am looking for a truly South African ad that everyone from all walks of life in our country can understand, yet grounded in real cultural insights. I don't think the Brazilians, or Vietnamese enter work and make an excuse about where it's from. They keep it real about what their nation is all about," says Xolisa Radebe, creative director of OpenCo.

Melusi Tshabalala, executive creative director at Flint n Tinder, agrees with him wholeheartedly. "I want to see ideas that tap into the truth of what being a South African is and that make me further appreciate this place and its people. I'll also be on the lookout for great use of African languages. It will excite me to see authentic writing and thinking; not stuff that has obviously been translated from English."

Another judge who realises the importance of speaking to the target market's heart and emotions is Mohlalifi Lentsoane from FoxP2. "What I will be looking for in this category are ideas that have universal insights but are executed with a local flavour."

"I will be looking for great, original concepts that resonate with speakers of the vernacular languages," says Festus Masekwameng, executive creative director of MKT Media.

The judging will take place at Media Park in Auckland Park from 10-12 September.

The biggest cash prizes in Pendorring's history are up for grabs this year!

- R100,000 (overseas study trip) for the Prestige winner
- R20,000 for the Umpetha winner
- R10,000 for the overall student winner (including an internship)
- R6,000 Gold Pendorring
- R2,500 Silver Pendorring

Entries close on 31 July 2015. Go to www.pendoring.co.za to enter online.

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