

Joe Public leads the way with biggest Pendorring haul

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The dynamic independent Gauteng advertising agency, Joe Public, accepted the 2010 Pendorring campaign invitation, created excellent Afrikaans advertising and proved its cool beyond any doubt. This ensured that the agency walked away with the biggest Pendorring trophy haul - four gold and three silver - at the glittering Pendorring awards evening at Vodaworld, Midrand on 29 October.

This year over 300 entries were judged by an esteemed panel of ten regular and four specialist judges under chairmanship of the overseas judge, Leon Jacobs, executive creative director of Saatchi & Saatchi in Geneva, Switzerland. All the results were also audited by an external auditor.

In the agency categories 10 gold and 15 silver Pendorrings were awarded, while the student categories yielded 3 gold and 2 silver Pendorring trophies.

Joe Public bagged gold for its newspaper campaign titled *Hannelie, Melanie, Bettie* for kalahari.net, and no fewer than three gold Pendorrings for its sterling work for Pendorring 2009. These include its poster campaign *Bennie Boekwurm, Haas Das, Liewe Heksie*, a Pendorring advent calender (in the category communication design) and its *Afskeep* campaign in the category mixed media campaign - below-the-line. In addition, Joe Public also received silver for the Pendorring magazine advertisement *Riaan* in the 2009 Pendorring campaign.

It's interesting to note that Pendorring campaigns often also excel at other awards events such as the Loeries, where elements of various Pendorring campaigns have been awarded gold, silver and bronze.

Moreover, Joe Public also received silver Pendorrings for two advertisements in the Truly South African category, namely *District Nine* (TV) and *Spark Hope* (print).

Hot on Joe Public's heels was Ogilvy Johannesburg, which not only walked away with two gold and two silver Pendorring trophies, but also bagged Pendorring's highest accolade, the Prestige Award, in the category Original Afrikaans for its humorous and expressive campaign for Exclusive Books titled *Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek*.

Besides including an overseas study trip of R25 000 for the overall winner, the Prestige prize this year also entails free advertising space/airtime of a whopping R2,5 million, sponsored by a number of Pendorring partners, for the client of the winning advertisement.

In addition to the Prestige Award, gold and silver for its Exclusive Books campaign, Ogilvy bagged another gold Pendorring in the category Truly South African, TV for the topical and uplifting campaign *Selinah* (for Topsy Foundation). The agency's campaign in the ambient category, *Stirrers* (also for Exclusive Books), netted the agency a second silver Pendorring.

Other gold Pendorring winners this year are Baie-Lingual Blink Stefanus (*Man trou met Logo* - direct marketing & promotions), Black River F.C. (*Will not support England* - Truly South African, print) Drafftcb Cape Town 80 for Santam - communication design) and TBWA\Hunt Lascaris (the campaign *Funeral/Tatollo* for Doom - Truly South African, radio), with one gold each.

Three silver Pendorrings were awarded to Drafftcb Johannesburg for *Skaap* (TV with a production budget exceeding R350 000), *Hiluxie* (radio) and *Jakkals trou met wolf se vrou* (posters).

A number of agencies also won one silver Pendorring, including Drafftcb Cape Town for *Die storie in die storie* (magazines), TBWA\Hunt Lascaris for *Slovo Divas* (Truly South African, TV), Etiket for *My buurvrou* (online advertising), tbsp///beyond the line for *kykNET KKNK* (mixed media campaign - below-the-line), Saatchi & Saatchi for *Môre met Francois* (TV with a production budget of less than R350 000), Net#work BBDO for *Beggar* (Truly South African, TV) and MetropolitanRepublic for *Forrest Gump* (Truly South African, radio).

In the student categories Vega the Brand Communications School (Durban) was not only awarded two gold Pendorings for *Flipside* (for Kick Racism) - the Afrikaans version in the category above-the-line advertising and the English version in the category Truly South African - the Afrikaans version of *Flipside* also received the award as the overall student winner.

Northwest University bagged one gold Pendorring for its through-the-line mixed media campaign Roofies, while the AAA School of Advertising with *Bommie, Emmer* (above-the-line advertising) and Nelson Mandela Metropolitan University with *Kaler Jonker, Groter Pronker* (Truly SA) each received a silver Pendorring.

The popular Klipdrift-advertisement *Vriendelike Frikkie* (for Distell) was awarded the Mense se Doring for being voted the best liked Afrikaans advertisement this past decade by the public.

Besides all the Pendorring trophies that were awarded at the gala event, the winners of a number of other Pendorring competitions and promotions were also announced.

In the Ads24 promotion for creative agencies and design studios to show their mettle with Afrikaans and design in a T-shirt competition, Romano Cardinal of Lowe Bull, Cape Town received the award for best T-shirt design, while Heidi Kasselmann of Lowe Bull, Johannesburg triumphed with the best copy on a T-shirt. Craig Murie of TBWA\Hunt Lascaris was the overall winner of the best T-shirt.

Lucky du Plessis and Tarryn Bezuidenhout of Volcano Advertising walked away with the laurels in the Pendorring rap competition for agencies and students, which won them a cruise on luxury liner from Cape Town to Walvis Bay.

ALL THE 2010 PENDORING WINNERS

ADVERTISING ABOVE-THE-LINE

TV/CINEMA (with a production budget exceeding R350 000)

Silver

Title:	Skaap
Agency:	Drafftcb Johannesburg
Advertiser:	Toyota
TV/CINEMA	(with a production budget of less than R350 000)

Silver

Title:	Môre met Francois
Agency:	Saatchi & Saatchi
Advertiser:	Essentiale

RADIO/JINGLES

Silver

Title:	Hiluxie
Agency:	Drafftcb Johannesburg
Advertiser:	Toyota

NEWSPAPERS

Gold

Title:	Hannelie, Bettie, Melanie (campaign)
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Agency: Joe Public
Advertiser: kalahari.net

MAGAZINES

Silver

Title: **Die storie in die storie**
Agency: Drafftcb Cape Town
Advertiser: Die Burger

Silver

Title: **Riaan**
Agency: Joe Public
Advertiser: Pendoring 2009

POSTERS

Gold

Title: **Bennie Boekwurm, Haas Das, Liewe Heksie (campaign)**
Agency: Joe Public
Advertiser: Pendoring 2009

Silver

Title: **Jakkals trou met wolf se vrou**
Agency: Drafftcb Johannesburg
Advertiser: Lexus

Silver

Title: **Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek (campaign)**
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

OUTDOOR ADVERTISING

No award

AMBIENT

Silver

Title: **Stirrers**
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

ONLINE ADVERTISING

Silver

Title: **My buurvrou**
Agency: Etiket
Advertiser: Sondag

MIXED MEDIA CAMPAIGN (ABOVE-THE-LINE)

No award

COMMUNICATION DESIGN

Gold

Title: **Pendoring - Adventkalender**
Agency: Joe Public
Advertiser: Pendoring 2009

Gold

Title: **"80"**
Agency: Drafftcb Cape Town
Advertiser: Santam

EXPERIENTIAL MARKETING

DIRECT MARKETING AND PROMOTIONS

Gold

Title: **Man trou met Logo**
Agency: Baie-lingual Blink Stefanus
Advertiser: Blink Stefanus

DIGITAL MEDIA

No award

MIXED MEDIA CAMPAIGN (BELOW-THE-LINE)

Gold

Title: **Afskeepveldtog**
Agency: Joe Public
Advertiser: Pendering 2009

Silver

Title: **kykNET KKNK**
Agency: tbsp///beyond the line
Advertiser: kykNET

GENERAL

BEST PAY-OFF

LINE/EXPRESSION/IDEA/HEADING

No award

ORIGINAL AFRIKAANS

Gold

Title: **Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek (campaign)**

Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books

TRULY SOUTH AFRICAN

TRULY SOUTH AFRICAN - TV

Gold

Title: **Selinah**
Agency: Ogilvy Johannesburg
Advertiser: Topsy Foundation

Silver

Title: **Beggar**
Agency: Net#work BBDO Johannesburg
Advertiser: Chicken Licken

Silver

Title: **District 9**
Agency: Joe Public
Advertiser: Ocean Basket

Silver

Title: **Slovo Divas**
Agency: TBWA\Hunt Lascaris
Advertiser: Apartheid Museum

TRULY SOUTH AFRICAN - RADIO

Gold

Title: **Funeral, Tatollo (campaign)**
Agency: TBWA\ Hunt Lascaris
Advertiser: DOOM

Silver

Title:

Agency:

Advertiser:

TRULY SOUTH AFRICAN - PRINT**Gold**

Title:

Agency:

Advertiser:

Silver

Title:

Agency:

Advertiser:

STUDENTS**ADVERTISING (ABOVE-THE-LINE)****Gold**

Title:

Tertiary institution:

Product/service:

Student:

Silver

Title:

Tertiary institution:

Product/service:

Student:

DIGITAL

No award

MIXED MEDIA CAMPAIGN**(THROUGH-THE-LINE)****Gold**

Title:

Tertiary institution:

Product/service:

Student:

TRULY SOUTH AFRICAN - ALL**MEDIA****Gold**

Title:

Tertiary institution:

Product/service:

Student:

Silver

Title:

Tertiary institution:

Product/service:

Student:

SPECIAL AWARDS**PRESTIGE AWARD****CATEGORY**

Title:

Forrest Gump

MetropolitanRepublic

Maponya Mall

Will Not Support England

Black River F.C.

Mini

Spark Hope

Joe Public

Rock4AIDS

Flipside (Afr)

Vega the Brand Communications School Durban

Kick Racism

Sharleen Hollick

Bommie, Emmer

AAA School of Advertising

Nola

Willie Struwig, Sean Viljoen

Roofies

Northwest University

MK

Theresa le Grange

Flipside (English)

Vega The Brand Communications School Durban

Kick Racism

Brendon Loughrey

Kaler Jonker, Groter Pronker

Nelson Mandela Metropolitan University

Pronk

Reiner Swanepoel

ORIGINAL AFRIKAANS**Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek (poster campaign)**

Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books
OVERALL STUDENT WINNER
CATEGORY
Title: **ADVERTISING (ABOVE-THE-LINE)**
Tertiary institution: **Flipside (Afr)**
Product/service: Vega the Brand Communications School Durban
Student: Kick Racism
Sharleen Hollick

MENSE SE DORING

For the best liked Afrikaans
advertisement the last decade (2000-
2010) as voted by the public

Title: **Vriendelike Frikkie**
Agency: Drafftcb Cape Town
Advertiser: Distell (Klipdrift)

- **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
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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.

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