

# Pendoring ranks 2016 winners and finalists

For the first time, the Pendoring Advertising Awards have released an official ranking of the 2016 Pendoring winners and finalists in both the professional agency and student categories.



Franette Klerck, Pendoring GM

“Pendoring’s new direction to award all indigenous language advertising and marketing communication (excluding English) on an equal footing, not only struck the right chord in the industry, but gave us the ideal opportunity to come up with another ‘first’, namely our own ranking table,” explains Pendoring GM Franette Klerck.

With the Cannes advertising ranking as guideline, a points-based methodology for shortlisted agencies (two points), silver (five points), gold (eight points) and overall winners of the Prestige and Umpetha Awards as well as in the student category (10 points) was used in order to determine the overall performance of each agency and advertising school.

In terms of total points won in the professional agency section, FCB Johannesburg leads the way with 56 points, followed by Ogilvy & Mather Johannesburg with 51 points, King James Group (46 points), Joe Public (39 points) and Mullen Lowe Cape Town (27 points).

In the student section, Stellenbosch Academy of Design and Photography gained the laurels with a total of 27 points, followed by Red & Yellow School of Logic and Magic Cape Town (22 points) and Vega School of Brand Leadership (Johannesburg) with 14 Points. The AAA School of Advertising in Johannesburg and in Cape Town are jointly in fourth place with nine points each and Northwest University in fifth with seven points.

“The benefit of this ranking is that it gives a concise and clear-cut overview of the performance of all the agencies, advertising schools and tertiary institutions in terms of gold, silver Pendoring trophies, the Prestige and Umpetha and overall student winners, as well as agencies who were shortlisted. The Pendoring table is also totally independent of any other local

creative ranking,” she concludes.

## Pendoring ranking based on 2016 awards' performance

AGENCY	Shortlist - 2 points	Silver - 5 Points	Gold - 8 Points	Prestige/Umpetha - 10 Points	Total Points
FCB Johannesburg	18	30	8		56
Ogilvy & Mather Johannesburg	10	15	16	10	51
King Kames Group	10	10	16	10	46
Joe Public	24	15			39
Mullen Lowe Cape Town	6	5	16		27
The Odd Number	8		8	10	26
FCB 1886	10	15			25
Promise Brand Specialists	8	10			18
DDB South Africa	6	10			16
DPK	6	10			16
OpenCO	8	5			13
FCB Cape Town	6	5			11
34°	6	5			11
Ninety9Cents Communications	4	5			9
Uppe Marketing	8				8
Jupiter Drawing Room Johannesburg	2	5			7
Joe Public Ignite	6				6
Birthmark	6				6
King James II	4				4
The Make Beautiful Agency	2				2
Etiket	2				2
M&C Saatchi Abel Johannesburg	2				2
Clearwater	2				2
Red September	2				2
J Walter Thompson	2				2
MetropolitanRepublic	2				2
The Abnormal Group	2				2
The human.kind Group	2				2
<b>TERTIARY INSTITUTIONS</b>					
Stellenbosch Academy of Design and Photography	12	15			27
Red & Yellow School of Logic and Magic Cape Town	4		8	10	22
Vega School of Brand Leadership Johannesburg	4	10			14
AAA School of Advertising Johannesburg	4	5			9
AAA School of Advertising Cape Town	4	5			9
Northwest University	2	5			7
University of Johannesburg	6				6
Vega School of Brand Leadership Pretoria	4				4
Vega School of Brand Leadership Cape Town	2				2

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