

Pendoring Award winners announced!

The Pendoring Awards announced their 2022 winners on 3 November.



Image supplied: The Pendoring Award winners were announced at a ceremony on 3 November

The ceremony at which the awards were announced centred on this year's campaign theme of 'Let Your Language Loose', at the UJ Arts Centre in Johannesburg.

"From moving entertainment to meeting our winners, it was an exciting evening celebrating the very best of South African indigenous language creativity at the Pendoring Awards," says Eben Keun, Pendoring's general manager.

The evening celebrated 13 Gold Pendorings, 28 Silver Pendorings, 13 Gold Craft Certificates and 37 Craft Certificates to agencies and schools. This year's Prestigious Umpetha Award went to M&C Saatchi Abel for their Chickenland: Nando's Delivery entry, Sthu-thu-thu!. The campaign also won in multiple Radio and Audio categories.

The 2022 Overall Student Winner went to Stellenbosch Academy of Design and Photography for Woorde het Vlerke, a meaning-driven game. The game provides a wholesome experience that can teach the power of words, to distinguish between words that hurt and words that make individuals stronger.

"Thank you to all the agencies, publishing houses and schools that entered the Pendoring Awards this year. We've had a 12.5% increase in entries from last year, which we are very proud of, especially as this year is the start of the UN



Pendoring Awards finalists announced!

27 Oct 2022



"Thank you also to our adjudicators and jury president, Nkgabiseng Motau for making today possible. You were tasked with the challenging decision of selecting the winners from this bumper crop of beautiful work this year," he concludes.

The winners of the 2022 Pendoring Awards are:

PRESTIGIOUS UMPETHA AWARD				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Prestigious-Umpetha Award	Radio Station Commercials	M&C Saatchi Abel	Chickenland: Nando's Delivery	Sthu-thu-thu!
OVERALL STUDENT WINNER				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Student Overall Winner	Radio Station Commercials	Stellenbosch Academy of Design & Photography	Woorde het Verke	Woorde het Verke
DIGITAL COMMUNICATION				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Gold	Radio Station Commercials	Dit&Dat Ontwerp	KOER	Vat 'n Afri-kans!
Craft Gold	Radio Station Commercials	8909	Comedy Central Africa	Comedy Central EP "Liefde In Die Pandemie"
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	KOER	Vat 'n Afri-kans!
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	Comedy Central EP "Zero Nge'Nkhone"
Craft Certificate	Radio Station Commercials	Machine_	UCOOK	Xhosa-fying Halloween
Craft Certificate	Radio Station Commercials	Joe Public United	Chicken Licken	Sounds of Craving
Craft Certificate	Radio Station Commercials	BOOMTOWN	Nestlé Ricoffy 3in1	Qala Manje FM
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	Comedy Central EP "Liefde In Die Pandemie"
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	Comedy Central EP "Zero Nge'Nkhone"
DESIGN				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Gold	Radio Station Commercials	Futura	Nike	Shapa Soweto
Campaign Gold	Radio Station Commercials	Abnormal	Craft Homes	Mzansi Mat - English
Gold	Radio Station Commercials	Author: Refiloe Mbahloli, Illustrator: Zinelda McDonald, Publisher: Pan Macmillan	Pan Macmillan	Uyathandwa
Gold	Radio Station Commercials	Author: Tshwanelo Serumola, Illustrator: Subi Bosa, Published by: Pan Macmillan	Pan Macmillan	Ke bopegile sentle
Silver	Radio Station Commercials	Author: Jaco Jacobs, Illustrator: Tumi K Steyn, Publisher: Pan Macmillan	Pan Macmillan	Jyis 'n wens
Silver	Radio Station Commercials	Author: Amonge Elethu Sinxoto, Illustrator: Lebohlang Thato Sekwelenkwe, Publisher: New Africa Books	New Africa Books	my BIG name
Silver	Radio Station Commercials	Dit&Dat Ontwerp	KOER	KOER 2.0 Dating App
Craft Certificate	Radio Station Commercials	Machine_	UCOOK	Xhosa-fying Halloween
Campaign Craft Gold	Radio Station Commercials	Abnormal	Craft Homes	Mzansi Mat - English

Craft Certificate	Radio Station Commercials	Machine_	UCOOK	Xhosa-fying Halloween
Craft Gold	Radio Station Commercials	Today Brand Studio Pty Ltd	Khaya's Kitchen	Khaya Sans Typeface
Campaign Craft Gold	Radio Station Commercials	Abnormal	Craft Homes	Mzansi Mat - isiXhosa
Craft Certificate	Radio Station Commercials	Futura	Nike	Shapa Type
FILM				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Silver	Radio Station Commercials	Hoorah Digital	Bain's Whisky	Bain's XMriam Makeba - Pata Pata Reimagined
Gold	Radio Station Commercials	Joe Public United	Castle Milk Stout	Last Stories Of Culture
Silver	Radio Station Commercials	Afropulse Media	Nedbank	Nedbank Cup
Silver	Radio Station Commercials	Joe Public United	Chicken Licken	Taxi TV
Silver	Radio Station Commercials	Joe Public United	Chicken Licken	Taxi TV
Silver	Radio Station Commercials	Retroviral	Ryobi	Map1mp1
Craft Certificate	Radio Station Commercials	Hoorah Digital	Bain's Whisky	Bain's XMriam Makeba - Pata Pata Reimagined
Craft Certificate	Radio Station Commercials	Retroviral	Ryobi	Map1mp1
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	Rapport	Dis nie elke dag nie. Dis Sondag.
Craft Certificate	Radio Station Commercials	HelloFCB+	Ninety One	Isn't it time to change how you see investing?
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	Rapport	Dis nie elke dag nie. Dis Sondag.
Craft Certificate	Radio Station Commercials	Sentient Creative	kykNET Silwerskermfees	Gekerfde lig - Carving light
Craft Certificate	Radio Station Commercials	Retroviral	Ryobi	Map1mp1
Craft Certificate	Radio Station Commercials	Afropulse Media	Nedbank	Nedbank Cup
Craft Certificate	Radio Station Commercials	Afropulse Media	SuperSport	Nedbank Cup
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	Rapport	Dis nie elke dag nie. Dis Sondag.
Craft Certificate	Radio Station Commercials	HelloFCB+	Ninety One	Isn't it time to change how you see investing?
Craft Gold	Radio Station Commercials	Hoorah Digital	Bain's Whisky	Bain's XMriam Makeba - Pata Pata Reimagined
INTEGRATED COMMUNICATION				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Gold	Radio Station Commercials	Joe Public United	Castle Milk Stout	Last Stories Of Culture
Silver	Radio Station Commercials	Dit&Dat Ontwerp	KOER	Vat 'n Afri-kans!
OUT OF HOME				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Campaign Silver	Radio Station Commercials	Joe Public United	Chicken Licken	Smallest Big Hunger Filler – School
Silver	Radio Station Commercials	Machine_	UCOOK	Xhosa-fying Halloween
Silver	Radio Station Commercials	Today Brand Studio Pty Ltd	Khaya's Kitchen	#StartWithUmpako
PRINT COMMUNICATION				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE

Campaign Silver	Radio Station Commercials	Joe Public United	Nedbank	Tot In Die Rooi - Net-nog-entjie Jolandie
Gold	Radio Station Commercials	Joe Public United	Chicken Licken	Issolezwe Nuggets of Wisdom
Campaign Craft Gold	Radio Station Commercials	Joe Public United	One School at a Time	Street Smarts - Biology
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Nedbank	Tot In Die Rooi - Restaurant
Campaign Craft Gold	Radio Station Commercials	Joe Public United	One School at a Time	Street Smarts - Biology
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Flying Fish	Envious Body Parts - Nose
Craft Certificate	Radio Station Commercials	Joe Public United	Chicken Licken	Issolezwe Nuggets of Wisdom
Craft Gold	Radio Station Commercials	Joe Public United	Nedbank	Money Nightmares
Campaign Craft Gold	Radio Station Commercials	Joe Public United	Nedbank	Tot In Die Rooi - Net-nog-entjie Jolandie
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Flying Fish	Envious Body Parts - Nose
RADIO				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Campaign Gold	Radio Station Commercials	M&C Saatchi Abel	Chickenland: Nando's Delivery	Sthu-thu-thu!
Campaign Gold	Radio Station Commercials	Joe Public United	Nedbank	Ex boyfriend
Campaign Silver	Radio Station Commercials	Joe Public United	Flying Fish	Envious Body Parts - Elbow
Silver	Radio Station Commercials	Joe Public United	Chicken Licken	Sounds of Craving
Campaign Craft Gold	Radio Station Commercials	Joe Public United	Nedbank	Ex boyfriend
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Flying Fish	Envious Body Parts - Middle Finger
Craft Certificate	Radio Station Commercials	Joe Public United	Nedbank	Confessions Of A Non-Homeowner - Mjolo
Craft Certificate	Radio Station Commercials	8909,0	Comedy Central Africa	Comedy Central EP "Liefde In Die Pandemie"
Craft Gold	Radio Station Commercials	M&C Saatchi Abel	Chickenland: Nando's Delivery	Sthu-thu-thu!
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Nedbank	Ex boyfriend
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	Comedy Central EP "Liefde In Die Pandemie"
STUDENT AWARDS				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Silver	Radio Station Commercials	North-West University	Rou	Rou - Vimeo Channel Branding
Silver	Radio Station Commercials	IIE-Vega	Koo Baked Beans	Muddy Braai
Silver	Radio Station Commercials	Red & Yellow Creative School of Business	SAN Parks	Waar die Blommekinders Baljaar
Silver	Radio Station Commercials	IIE - Vega	Bakers Zoo Biscuits	Handjies Klap Koekies Bak
Silver	Radio Station Commercials	IIE-Vega	Fokof Lager	Vir wat sê jy fokof?
Gold	Radio Station Commercials	Stellenbosch Academy of Design & Photography	Woorde het Verke	Woorde het Verke
Silver	Radio Station Commercials	IIE-Vega	Waze	#sediteg / #shokahle
Silver	Radio Station Commercials	Stellenbosch University	Lower income preschool children in South Africa.	Let's dlala!
Gold	Radio Station Commercials	Red & Yellow Creative School of Business	KleinVis	KleinVis

Silver	Radio Station Commercials	Red & Yellow Creative School of Business	Kwaai Baba Peuterkos	Amy Gajjar - Kwaai Baba Peuterkos
Silver	Radio Station Commercials	North-West University	Taalgenoot	Kuberklink
Silver	Radio Station Commercials	The Open Window	N/A	Fun Topia Zine
Gold	Radio Station Commercials	Red & Yellow Creative School of Business	Kindred Spirits	Die Gees is Dikker as Water
Silver	Radio Station Commercials	University of Johannesburg	Appeliefie	Appeliefie - vir jeug en langer leef
Silver	Radio Station Commercials	Stellenbosch Academy of Design & Photography	Self-authored	RULES OF ENGAGEMENT
Craft Gold	Radio Station Commercials	Red & Yellow Creative School of Business	KleinVis	KleinVis
Craft Certificate	Radio Station Commercials	North-West University	Taalgenoot & Fokopolisiekar	18 jaar later
Craft Certificate	Radio Station Commercials	The Open Window	N/A Self-promotional	Oos Wes Creations
Craft Certificate	Radio Station Commercials	Red & Yellow Creative School of Business	SAN Parks	Waar die Blommekinders Baljaar
Craft Certificate	Radio Station Commercials	North-West University	Taalgenoot	Soetsisters
Craft Gold	Radio Station Commercials	North-West University	Taalgenoot	Kuber Klink
Craft Certificate	Radio Station Commercials	North-West University	Taalgenoot & Fokopolisiekar	18 jaar later
Craft Certificate	Radio Station Commercials	Red & Yellow Creative School of Business	Youth Cafe's City of Cape Town	Be Brighter
Craft Certificate	Radio Station Commercials	STELLENBOSCH ACADEMY OF DESIGN & PHOTOGRAPHY	SELF-AUTHORED	RULES OF ENGAGEMENT
Silver	Radio Station Commercials	IIE-Vega	Durex	Seksie Perfeksie

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