Pendoring adoring Ogilvy's 'Silly Spender'

Issued by Ogilvy South Africa

A Zulu television commercial about a woman wasting her money buying porcelain dogs was a big winner for MultiChoice DStv and Ogilvy Johannesburg at the 2017 Pendoring Awards announced on Friday night.

'Silly Spender' took three of the five accolades won by Ogilvy for the same client.

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The Pendorings reward the best work done each year in African vernacular languages and Afrikaans, and Ogilvy Johannesburg ECD Mariana O'Kelly acknowledges the importance of having clients like DStv who are keen to invest in multi-lingual campaigns: "They've given us a great South African canvas to paint on and the two creative directors involved in all of our Pendoring winners this year, Archie Malinga and Gert Laubscher, and their teams have real-ly delivered exceptional work across the board."

2017 Pendoring Awards - Ogilvy Johannesburg winners

SILLY SPENDER / MultiChoice DStv
Silver: Television/Cinema Commercials (production budget exceeding R1m)
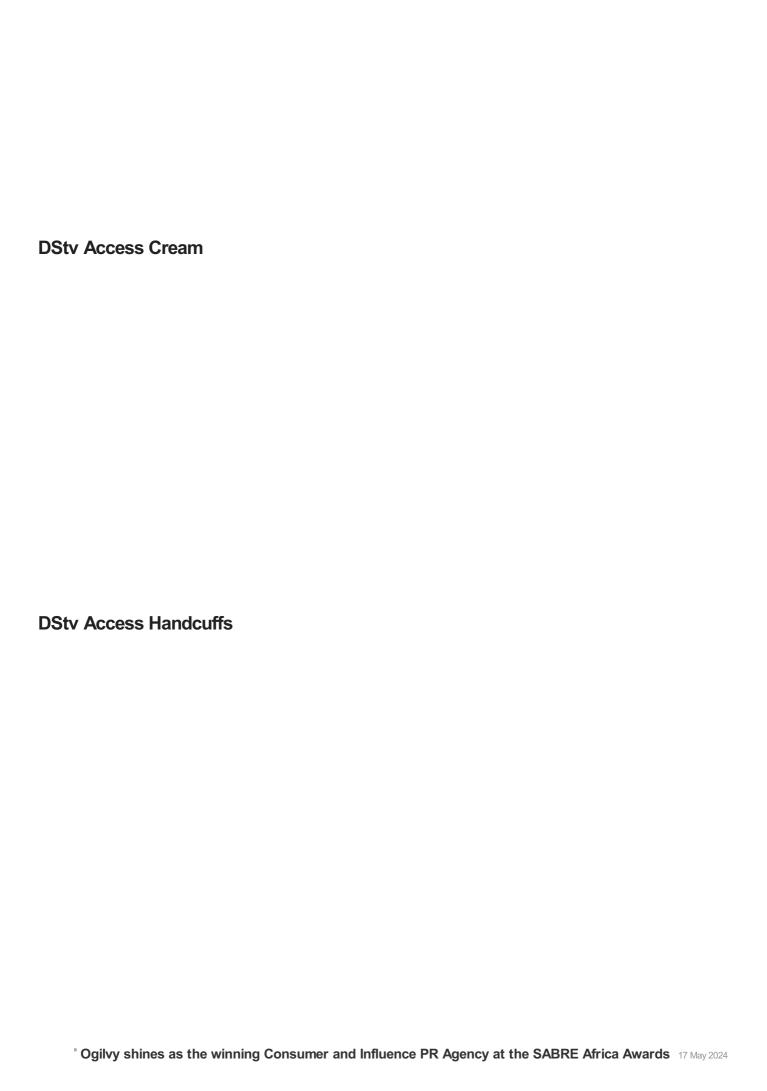Silver: Retail Communications
Craft Certificate: Television, Film & Video Crafts - Performance

AG SHEM / MultiChoiceDStv
Silver: Television, Film & Video Communication: Internet Video

VALENTINES/ MultiChoice DStv
Silver: Radio Station Commercials

DStv Access Candles

DStv Access Cream

DStv Access Handcuffs

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Ogilvy South Africa

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