

Pendoring extends competition to all indigenous languages

Pendoring extends competition to all indigenous languages, Umpetha Award adds overseas tour



In its 21st year, the Pendoring Advertising Awards has extended the competition to all of South Africa's indigenous languages.

The Truly South African section, with its four sub-categories in which entries in indigenous languages (excluding Afrikaans) competed, will fall away so that each one of South Africa's indigenous languages can now compete on equal footing for Pendoring's sought-after gold and silver trophies in all the categories.

Moreover, the Umpetha award for the best work in an indigenous language other than Afrikaans, which comprised a cash prize of R20,000 last year, has been increased considerably and, as the Prestige award, will henceforth also consist of an overseas study tour worth R100,000. As before, only gold winners will be eligible for the two main awards, namely the Prestige award and the Umpetha award.

There are also changes in the Student category; there will now be two prizes of R10,000 each for the overall student winners – R10,000 for the best Afrikaans winner and R10,000 for the best student in one of the other indigenous languages as well.

Creatives approve

The move to henceforth include and reward the best indigenous advertising, on an equal footing with Afrikaans, has been lauded by creatives across the board.

"I have been watching and participating in Pendorring's transformation as an awards show over the years, and it seems Pendorring is coming of age. I believe that, as an industry, we need to transform our communication from a single language approach to a creative approach that is inclusive of all languages. Pendorring is putting its money where its mouth is," says Pepe Marais, co-founder and chief creative officer at Joe Public.

Siphelele Sixaso, head of marketing: SABC Radio says, "SABC Radio couldn't agree more. This is groundbreaking work. It is great news for the SABC Radio stations that have been at the forefront of mother tongue broadcasting to ensure that our identity as a nation is preserved and appreciated by all segments of the community. I look forward to seeing more innovation and creativity expressed in South Africa's indigenous languages. Well done to all involved in this move to give indigenous languages it rightful place."

Jerry Mpufane, group MD at M&C Saatchi Abel, agrees, "I wish to congratulate the Pendorring Awards for recognising truly South African work. The creative industry could never claim excellence until it produces proudly South African work in every language. Brands can only connect with the hearts and minds of consumers when they reach them in their home language, thus as an industry, we could never claim a true partnership with clients if brands did not connect with the consumers."

Tiaan Ras, strategic director of Etiket, says Pendorring must be commended for including vernacular advertising in the awards. "Seen against the backdrop of a board and sponsors who initially created Pendorring to encourage and reward Afrikaans advertising, this is a big and brave step in the right direction to make the Awards South African in every sense of the word. It clearly signals its vision to celebrate the diversity of South African advertising."

Elane Vrey, lecturer at the AAA School of Advertising in Randburg, says, "More than 70% of first-year copywriting students' home language is neither Afrikaans nor English, so up-weighting Pendorring's indigenous language awards is excellent news for the School. Not only do indigenous languages have a rich history of storytelling, but some insights and 'big ideas' are so entrenched in indigenous culture that they lose their impact when communicated in English.

"It is liberating to see my students execute concepts in their home language. They are more confident and the results are brilliant. We cannot wait to enter our work to compete on an equal footing in all categories."

Lecturer Darren Meltz from the Vega School of Brand Leadership in Pretoria, agrees. "Specifically from a student perspective, it will provide greater scope for recognising work that is thoroughly South African, thus moving the brand forward as the most meaningful platform for the acknowledgement of local creative work."

Entries for the Awards open on Monday 9 May and close on Monday 1 August 2016.

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