

Ogilvy Joburg shows its cool at Pendorring

By Ilva Pieterse

1 Nov 2010

The 16th annual Pendorring Awards was a well-attended and elegantly presented celebratory evening to honour this year's deserving Afrikaans advertising industry, held at Vodaworld, Midrand, on Friday, 29 October 2010. Joe Public received the most recognition for its efforts this year, with a haul of four Gold and three Silver Pendorings but the Prestige Award went to Ogilvy Johannesburg for an Exclusive Books campaign.



With a theme of 'Praat die taal en bewys jou cool!', this year over 300 entries were judged by a panel of 10 regular and four specialist judges, under chairmanship of the overseas judge, Leon Jacobs, ECD of Saatchi & Saatchi in Geneva, Switzerland. The results were also externally audited.

Champagne and orange juice welcomed the guests who spent time socialising and networking with industry peers to the sounds of the 3 Busketeers, a trio of talented women playing a violin, a bass guitar and a saxophone. Attendees were ushered into a beautifully-laid out main room for the ceremony just after 9pm. The tabled centrepieces comprised large, colourful feathers (red, purple, and pink) and lights shaped like hearts, circles and rectangles.

Highlighted the importance



Ogilvy Johannesburg was awarded the Prestige Award for their poster campaign for Exclusive Books

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In introducing the event and this year's message, an AV presentation showed many notable and influential South Africans, including Riaan Cruywagen, and Charlize Theron, discussing why they appreciated the 'moeder-taal'. Then clips featuring the sponsors highlighted how important it is to speak to the customer in his or her home-language when it comes to marketing and advertising services and products.

While guests nibbled at their starters, hosts Jorné van Huyssteen and Elma Smit took the stage and began announcing the winners for various advertising categories. A very enthusiastic Emo Adams then entertained the crowd with a few of his better-known songs, before several more awards were handed out and a delectable beef fillet dinner was presented to the guests.

Afrikaans rapper Jack Parow was the main entertainment for the ceremony, which drew to a close around 11pm that evening. The afterparty, organised by MK, presented proud advertisers and industry players with a further chance to celebrate and socialise well into the evening.

Winners

Section	Category	Pendorring		Title	Agency	Client
Advertising ATL	TV/cinema (production budget above R350k)	Silver	Skaap		Draftfcb Johannesburg	Toyota
Advertising ATL	TV/cinema (production budget below R350k)	Silver	Mêre met Francois		Saatchi & Saatchi	Essentiale
Advertising ATL	Radio/Jingles	Silver	Hiluxie		Draftfcb Johannesburg	Toyota
Advertising ATL	Newspapers	Gold	Hannelie, Bettie, Melanie (campaign)		Joe Public	kalahari.net
Advertising ATL	Magazines	Silver	Die storie in die storie		Draftfcb Cape Town	Die Burger

Advertising ATL	Magazines	Silver	Riaan	Joe Public	Pendoring 2009
Advertising ATL	Posters	Gold	Bennie Boekwurm, Haas Das, Liewe Heksie (campaign)	Ogilvy Johannesburg	Pendoring 2009
Advertising ATL	Posters	Silver	Jakkals trou met wolf se vrou	Draftfcb Johannesburg	Lexus
Advertising ATL	Posters	Silver	Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek (campaign)	Ogilvy Johannesburg	Exclusive Books
Advertising ATL	Outdoor Advertising	No award			
Advertising ATL	Ambient	Silver	Stirrers	Ogilvy Johannesburg	Exclusive Books
Advertising ATL	Online Advertising	Silver	My buurvrou	Etiket	Sondag
Advertising ATL	Mixed Media Campaign ATL)	No award			
Advertising ATL	Communication Design	Gold	Pendoring - Adventkalender	Joe Public	Joe Public
Advertising ATL	Communication Design	Gold	"80"	Draftfcb Cape Town	Draftfcb Cape Town
Experiential Marketing	Direct Marketing and Promotions	Gold	Man trou met Logo	Baie-lingual Blink Stefanus	Blink Stefanus
Experiential Marketing	Digital Media	No award			
Experiential Marketing	Mixed Media Campaign (BTL)	Gold	Afskeepveldtog	Joe Public	Pendoring 2009
Experiential Marketing	Mixed Media Campaign (BTL)	Silver	kykNET KKNK	tbsp///beyond the line	kykNET
General	Best pay-off line/Expression/Idea/Heading	No award			
General	Original Afrikaans	Gold	Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek (campaign)	Ogilvy Johannesburg	Exclusive Books
Truly South African	TV	Gold	Selinah	Ogilvy Johannesburg	Topsy Foundation
Truly South African	TV	Silver	Beggar	Net#work BBDO Johannesburg	Chicken Licken
Truly South African	TV	Silver	District 9	Joe Public	Ocean Basket
Truly South African	TV	Silver	Slovo Divas	TBWA\Hunt Lascaris	Apartheid Museum
Truly South African	Radio	Gold	Funeral, Tatollo (campaign)	TBWA\ Hunt Lascaris	DOOM
Truly South African	Radio	Silver	Forrest Gump	MetropolitanRepublic	Maponya Mall
Truly South African	Print ads	Gold	Will Not Support England	Black River F.C.	Mni
Truly South African	Print ads	Silver	Spark Hope	Joe Public	Rock4AIDS

Special awards

Section	Category	Title	Agency	Client
Prestige Award	Original Afrikaans	Hiertjou-broodblik, Kanniehorie-Kakofonie-Klapsoekpyp, Papier-Vampier, Roekelose-rampokker-resieskombie, Spytjytgekyk-driehoek-baaibroek (poster campaign)	Ogilvy Johannesburg	Exclusive Books
Mense se Doring	For the best liked Afrikaans advertisement the last decade (2000-2010) as voted by the public	Vriendelike Frikkie	Draftfcb Cape Town	Distell (Klipdrift)

Student winners

Category	Pendoring	Title	Tertiary institution	Product/Service	Student
Overall Student Winner		Flipside (Afr)	Vega the Brand Communications School Durban	Kick Racism	Sharleen Hollick
Advertising (ATL)	Gold	Flipside (Afr)	Vega the Brand Communications School Durban	Kick Racism	Sharleen Hollick
Advertising (ATL)	Silver	Bommie, Emmer	AAA School of Advertising	Nola	Willie Struwig, Sean Viljoen
Digital	No award				
Mixed Media Campaign (TTL)	Gold	Roofies	Northwest University	MK	Theresa le Grange
Truly South African - All Media	Gold	Flipside (English)	Vega The Brand Communications School Durban	Kick Racism	Brendon Loughrey
Truly South African - All Media	Silver	Kaler Jonker, Groter Pronker	Nelson Mandela Metropolitan University	Pronk	Reiner Swanepoel

For more, go to www.pendoring.co.za.

Tally haul corrected at 4.39pm on 1 November 2010. In total, 10 Gold and 15 Silver Pendoring were awarded to agencies, with three Golds and two Silvers awarded in the student categories. Joe Public won four Golds and three Silvers. Bizcommunity.com apologies for the error.

ABOUT ILVA PIETERSE

Ilva Pieterse has been involved in the media industry for over 13 years. During this time, she has written for and been involved in many online and print publications across a wide variety of industries, but mainly focusing on the IT sector. Examples of her creative work can be found at www.consciencefiction.com

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