

Toyota keeps Pendoring's wheels turning with gold sponsorship

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In the year that Toyota celebrates its 50th anniversary in South Africa, as well as 30 years of market leadership, it's only fitting that the company once again supports the Pendoring Advertising Awards with a gold sponsorship as Afrikaans consumers, for the past 50 years, have indeed shown their unwavering support for the Toyota brand through thick and thin.



Pieter Klerck, senior manager: marketing communication: planning and advertising of Toyota... "The Afrikaans market was, is and will always be important to Toyota – 30% of all Toyota owners in the country, are Afrikaans speaking – this in itself speaks volumes of their loyalty and support."

So says Pieter Klerck, senior manager: marketing communication: planning and advertising of Toyota.

He gives Afrikaans speakers much credit for their contribution to Toyota's success over the years. "The Afrikaans market was, is and will always be important to Toyota - 30% of all Toyota owners in the country, are Afrikaans speaking - this in itself speaks volumes of their loyalty and support," he stresses.

"Because we realise the impact of advertising in a consumer's home language, that Afrikaans-speaking clients, in particular, place a high premium on brand communication in their mother tongue and because of their enduring loyalty to the brand, Toyota, whenever possible, wants to communicate with its Afrikaans clients in sharp, contemporary Afrikaans."

Pendoring's ongoing efforts to promote and reward Afrikaans advertising so that young people in particular will increasingly see it as a career choice, excites him. "Last year's Prestige award winners - Nico Botha and Renier Zandberg - are excellent examples of the fine Afrikaans talent in the industry. Thanks to the Prestige prize of an overseas study bursary valued at R50 000 which, in July this year, will allow them to hone their talents abroad, they are reaping rich rewards - the dream of any creative. The advertising industry is an industry for young folk; the very people who are most important for Toyota's continued success. And like Toyota, Afrikaans advertising is extremely creative," he adds.

Klerck also points out several similarities between Toyota and Pendoring: "Precisely because of its innovation in various areas, Toyota has emerged as the South African market leader. Likewise, Pendoring leads the way by promoting and awarding excellent Afrikaans advertising. And like Toyota caters for the entire spectrum of the consumer market, Pendoring promotes and rewards excellence across the board through the Truly South African category, which awards outstanding advertising in any official language.

Japie Gouws, chairman of the Pendoring board, says Toyota's continued support of Pendoring is truly worth its weight in gold for Pendoring.

"It's extremely important for Pendoring to receive the ongoing support of companies such as Toyota. It not only boosts the status of the Pendoring Advertising Awards, it also demonstrates the value attributed to Afrikaans advertising. Many thanks, Toyota!"

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