

ALL THE #PENDORING2017 WINNERS!

The 2017 Pendoring winners were announced in front of a packed and appreciative audience at the glittering annual awards evening at Vodacom World in Midrand on Friday, 27 October 2017. The event was a truly South African celebration of creativity, rewarding work with local insights that showcase the richness and versatility of our mother tongues.

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#pendoring2017

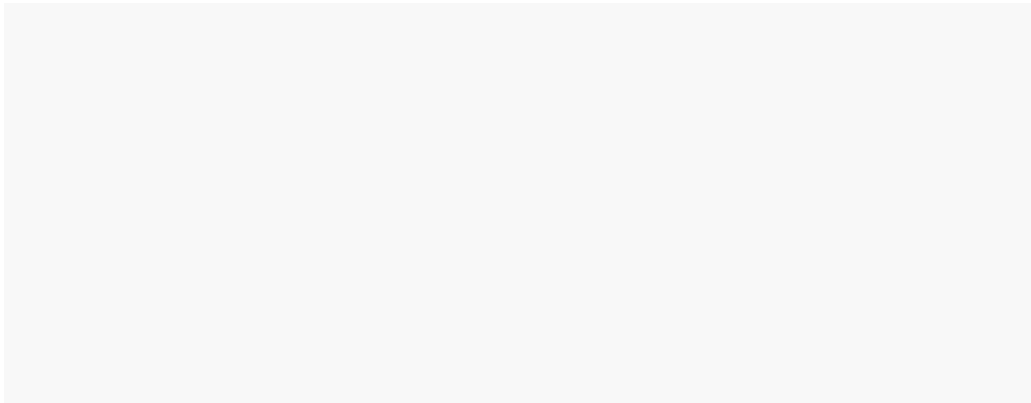
A post shared by Altus Venables (@altusvenables) on Oct 27, 2017 at 10:46am PDT

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Advertising agency, The Odd Number walked away with Pendoring's sought-after **Umpetha Award for the best advertisement in an indigenous language excluding Afrikaans**, for the second year running.

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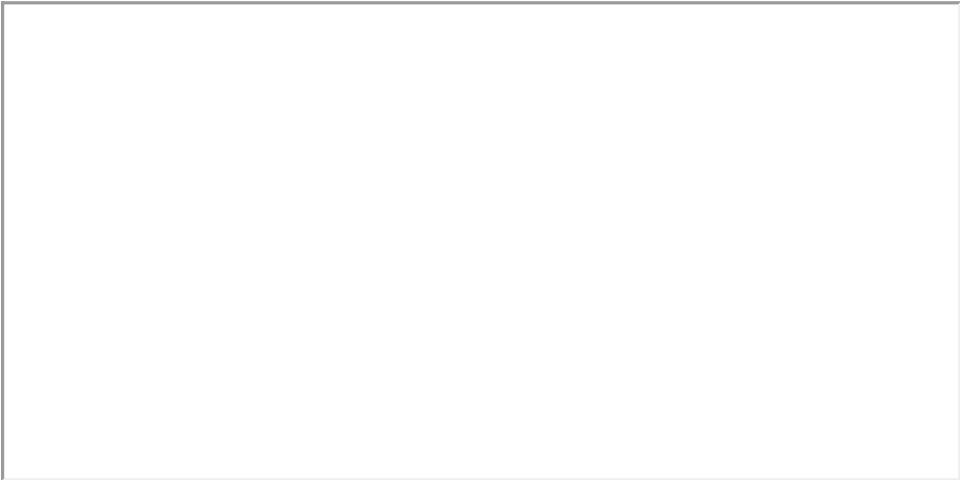


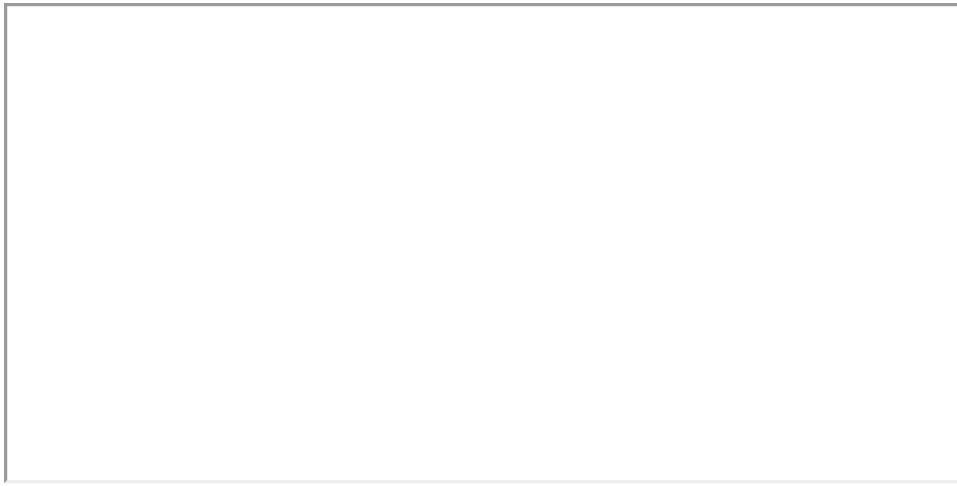
4 Golds!!!! #pendorings2017

A post shared by The Odd Number (@____theodnumber____) on Oct 27, 2017 at 1:04pm PDT

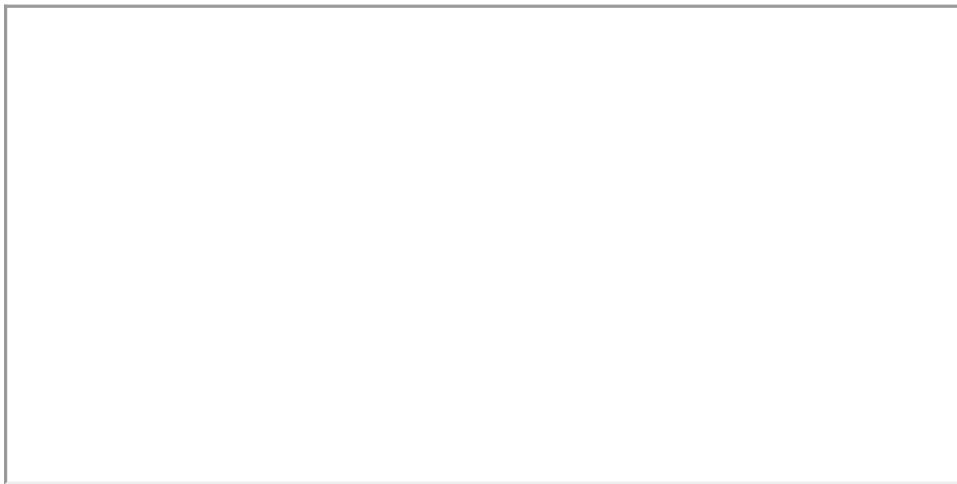
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Unlike last year though, this year it was the sole Umpetna winner. The Odd Number's winning campaign in Zulu, titled, "Hell's Kitchen," was created for BBC Lifestyle.



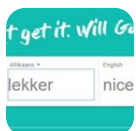


The big surprise of the evening was the judges' decision to award a one-off prize for an **outstanding Afrikaans Public Service advertisement**. 7Films and Y&R South Africa took the laurels for their TV-advertisement, "Everybody Knows," for the Western Cape Government.



The judges sang the praises of the off-beat, humorous approach in this campaign against drunk driving in South Africa.

To the contrary, as this year's Afrikaans entries fell short of the judges' expectations, there was **no Prestige Award winner**. Both the Umpetha and Prestige Awards comprise an overseas study trip worth R100,000 each. Gold winners each received R6,000 and a gold Pendoring trophy, while silver winners walked away with R2,500 each and a silver Pendoring trophy. Gold craft winners received R3,000 each as well as a gold Pendoring trophy.

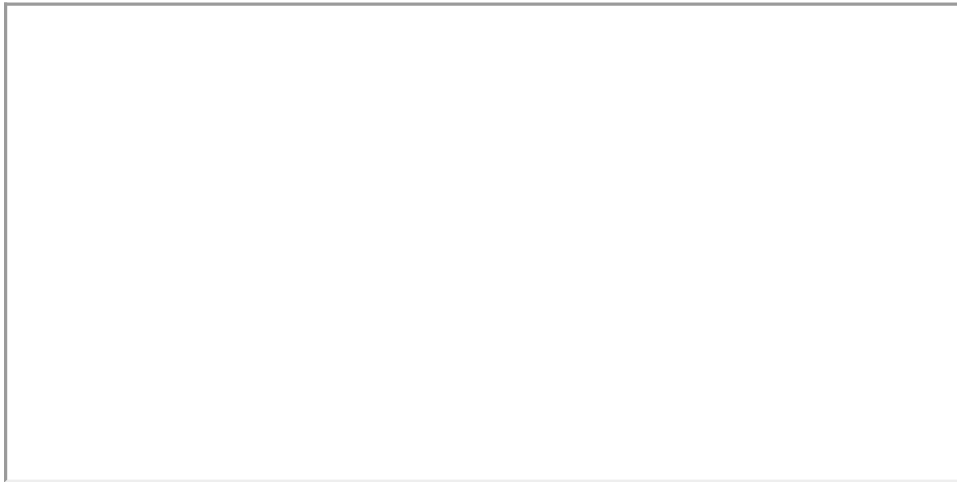
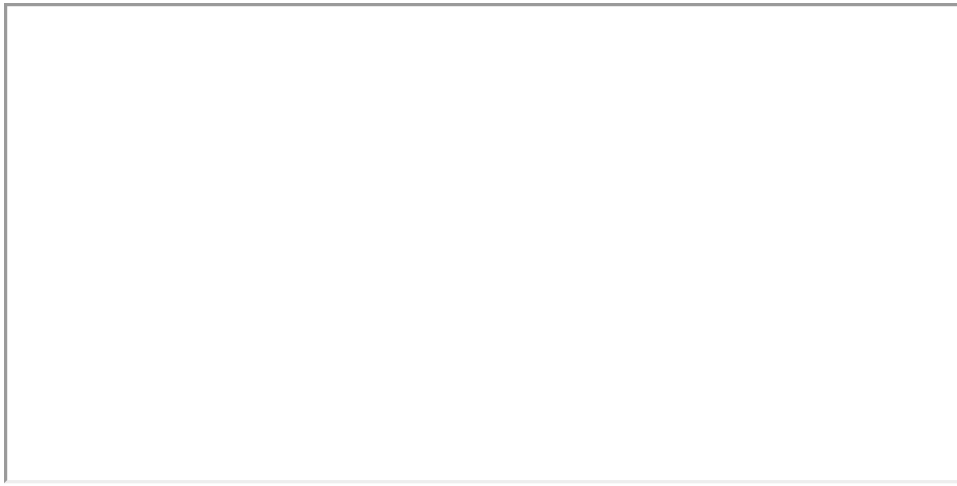


#Pendoring2017: Celebrating creativity only SA would understand

Leigh Andrews 26 Oct 2017



As in the professional categories, the **student categories** produced only one overall winner, also in a non-Afrikaans language. Taurai Valerie Mtake of the Greenside Design Center College of Design impressed the judges with her Ndebele entry, titled "Reviving the Bantu Symbol Writing into contemporary visual culture."



This was also the only student entry that took gold.

As the overall student winner, Mtake received R16,000: R10,000 as overall winner and R6,000, as well as a gold Pendoring trophy. Silver student winners received R2,500 each and a silver Pendoring trophy. All the gold and silver category winners will also receive Pendoring certificates, which will be delivered to their agencies in due course.

Broadcast ads impressed

As has happened so often in the past, the quality of the entries in the category, '**Radio station advertisements**', including radio craft, endlessly impressed the judges, with the result that no fewer than five gold and three silver trophies were awarded. Entries in the '**TV**' category, including TV craft, also sparkled, according to the judges. Apart from two gold Pendorings, five silver trophies were awarded in this category.

Overall, the **craft entries** were razor sharp - aside from three gold craft awards (two in the radio and one in the TV category), 11 craft certificates were awarded.

The category '**Original Afrikaans**' produced a single silver award.

Total trophy tally

Altogether, 11 gold and 24 silver trophies were awarded on the evening: 10 golds to professional agencies and 1 gold Pendoring in the student category, with 19 silvers to professional agencies and 5 silver to students.

Of the 10 **gold Pendorings** that were awarded to agencies, The Odd Number walked away with 4, followed by J Walter Thompson (JWT) and 7Films/Y&R South Africa with two each. Joe Public and Abnormal Group were also awarded a gold

Pendoring each.



#Pendoring2017: Lucky number two!

Danette Breitenbach 30 Oct 2017



In terms of **silver Pendoring**s, Joe Public and Ogilvy & Mather Johannesburg each took home four, followed by Abnormal Group, Black Khaki and FCB 1886 with two each and FCB Cape Town, Just Design, Fort, Newton's Third, Lucan, 7Films and The Make Beautiful Agency with a single silver each.

Apart from the single gold trophy in the **student category** that went to Greenside Design Center College of Design, silver was also awarded to: Northwest University (2), Stellenbosch Academy of Design (2) and Red & Yellow School of Logic and Magic Cape Town (1). With the exception of the design categories, the judges unanimously agreed that the other student categories did not produce its usual sterling crop.

All the 2017 Pendoring winners

Television/Cinema Commercials (with a production budget exceeding R1 million)					
Award	Title	Agency	Advertiser	Language	
Silver	Silly Spender	Ogilvy & Mather Johannesburg	MultiChoice DStv	Zulu	View
Silver	Vat die Stof my Bra	Black Khaki	BUCO Hardware Buildware	Afrikaans	View
Television/Cinema Commercials (with a production budget under R1 million)					
Gold	Almal Weet	7Films & Y&R South Africa	Western Cape Government	Afrikaans	View
Silver	Pocket	7Films & The Make Beautiful Agency	Channel O	Zulu	View
Silver	Krieket	Lucan	NetNuus	Afrikaans	View
Television, Film & Video Communication: Internet Video					
Silver	Ag Shem	Ogilvy & Mather Johannesburg	MultiChoice DStv	Zulu	View
Television, Film & Video Crafts – Cinematography					
Craft certificate	Vat die Stof my Bra	Black Khaki	BUCO Hardware Buildware	Afrikaans	
Television, Film & Video Crafts – Direction					
Gold	Everybody Knows	7Films & Y&R South Africa	Western Cape Government	Afrikaans	View
Television, Film & Video Crafts – Performance					
Craft certificate	Silly Spender	Ogilvy & Mather Johannesburg	MultiChoice DStv	Zulu	
Television, Film & Video Crafts – Special Visual Effects					
Craft certificate	Campaign: iWyze takes control when you can't	Joe Public	iWyze	Afrikaans, Zulu	
Television, Film & Video Crafts – Writing					
Craft certificate	Vat die Stof my Bra	Black Khaki	BUCO Hardware Buildware	Afrikaans	
Original Afrikaans					
Silver	Vat die Stof my Bra	Black Khaki	BUCO Hardware Buildware	Afrikaans	View
Communication Design: Brand Identity & Collateral Design – Posters and Billboards					
Silver	Campaign: Die toep vir tuinmaak	Abnormal Group	Gardening with Babylonstoren	Afrikaans	View , View , View
Communication Design: 3D & Environmental Design – Package & Industrial Design					
Silver	Keldermeester-versameling	Just Design	Lanzerac	Afrikaans	View , View , View
Communication Design: Motion & Digital Graphic Design – Broadcast Design and Graphics					
Silver	MTV Base Africa Channel Rebrand	Fort	Viacom/MTV Base Africa	Zulu	View
Communication Design: Design Crafts – Illustration					
Craft certificate	Zam-Buk Pocket-sized Heritage	J. Walter Thompson Johannesburg	Zam-Buk	Zulu	
Integrated campaign					

Gold	The Ridge	Abnormal Group	Craft Homes	Afrikaans	View , View
Outdoor & Out-of-Home: Ambient and Alternative Media					
Silver	Campaign: Bossies oor Baarde	Newton's Third	Headcase Barbers International	Afrikaans	View , View , View
Print Communication: Newspaper Advertising					
Silver	Campaign: Spasie vir die hele gesin	Abnormal Group	Craft Homes	Afrikaans	View , View , View
Print Communication: Magazine Advertising					
Silver	Campaign: Kopseer	Joe Public	Adcock Ingram	Afrikaans	View , View , View
Print Communication: Indoor Posters					
Silver	XXXL Chips	FCB 1886	Steers	Afrikaans	View
Gold	Zam-Buk Pocket-sized Heritage	J. Walter Thompson Johannesburg	Zam-Buk	Zulu	View
Print Communication: Outdoor & Out of Home Crafts – Art Direction					
Craft certificate	XXXL Chips	FCB 1886	Steers	Afrikaans	
Gold	Zam-Buk Pocket-sized Heritage	J. Walter Thompson Johannesburg	Zam-Buk	Zulu	View
Radio Station Commercials					
Gold	After Tears	The Odd Number	Brand South Africa	Zulu	View
Silver	Campaign: Valentines	Ogilvy & Mather Johannesburg	MultiChoice DStv	Sepedi, Zulu	View , View
Silver	Campaign: Hy het daarvoor gevra	Joe Public	People Opposing Women Abuse	Afrikaans	View , View , View
Silver	Campaign: Valentine's Day Inner Peace	Joe Public	Chicken Licken	Zulu	View , View
Gold	Campaign: Amagxaba Angay/zolo	Joe Public	Jet	Zulu	View , View , View
Gold	Campaign: Hell's Kitchen	The Odd Number	BBC Lifestyle	Zulu	View , View
Branded Content – Radio					
Silver	Zazi Mother's Day Dedication	Joe Public	Centre for Communication Impact	Zulu	View
Radio Communication Crafts – Original Music and Sound Design					
Craft certificate	Klink soos harde werk	BBDO Cape Town	Coronation	Afrikaans	
Radio Communication Crafts – Performance					
Gold	After Tears	The Odd Number	Brand South Africa	Zulu	View
Gold	Campaign: Hell's Kitchen	The Odd Number	BBC Lifestyle	Zulu	View , View
Craft certificate	Vat die Stof my Bra	Black Khaki	BUCO Hardware Buildware	Afrikaans	
Radio Communication Crafts – Writing					
Craft certificate	After Tears	The Odd Number	Brand South Africa	Zulu	
Craft certificate	Campaign: Slegte Dag	FCB Cape Town	Blooms Apteek	Afrikaans	
Craft certificate	Campaign: Hell's Kitchen	The Odd Number	BBC Lifestyle	Zulu	
Retail Communication					
Silver	GeCell C	FCB 1886 & FCB Cape Town	Cell C	Afrikaans	View
Silver	Silly Spender	Ogilvy & Mather Johannesburg	MultiChoice DStv	Zulu	View

Students

Student Integrated Campaign					
Award	Title	Tertiary Institution	Students	Language	
Silver	Suierbek Slingersous: Rêk Jou Bêk in Jou Eie Dialêk	North West University	Suné Potgieter, Grace Serfontein	Afrikaans	view , view , view , view , view , view
Student Print Communication					
Silver	Campaign: Kalklig – Geslag & Gevangelis	Stellenbosch Academy of Design and Photography	Katherine Joubert	Afrikaans	view , view , view , view
Student Communication Design – Collateral Design					

Silver	Wid op jou voorstoep	Stellenbosch Academy of Design and Photography	Susan Duvenage	Afrikaans	view , view
Student Communication Design – Logos and Identity Programmes					
Silver	"Shibit! Soet en Suur Grafies Ontwerper"	North West University	Annemie van Vuuren	Afrikaans	view , view , view , view
Silver	Umoya by DJ Zinhle	Red & Yellow School of Logic and Magic	Nick Pollet, Olehile Losaba	Zulu	view , view , view , view
Student Communication Design – Publication Design					
Gold	Reviving the "Bantu Symbol Writing" into contemporary visual culture	Greenside Design Center College of Design	Taurai Valerie Make	Ndebele	view , view , view , view

Special Awards

Overall Student Award					
Student	Category	Title	Institution	Language	
Taurai Valerie Make	Student Communication Design – Publication Design	Reviving the "Bantu Symbol Writing" into contemporary visual culture	Greenside Design Center College of Design	Ndebele	view , view , view
Umpetha Award					
Agency	Category	Title	Advertiser	Language	
The Odd Number	Radio Station Advertisements	Campaign: Hell's Kitchen	BBC Lifestyle	Zulu	view
Public Service Award					
Agency	Category	Title	Advertiser	Language	Link
7Films, Y&R South Africa	Television advertisement (with a production budget under R1 million)	Almal weet	Western Cape Government	Afrikaans	view

[Click here](#) for a reminder of all the finalists and follow #Pendoring2017 on [Twitter](#) and [Instagram](#) for the latest updates!

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