

# 84 finalists competing for sought-after Pendoring trophy

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No less than 84 finalists will be competing for the honour of winning a sought-after Pendoring trophy at Pendoring's 20th Awards ceremony, which will be held at Vodacom World in Midrand on 30 October.

The finalists were chosen from 283 entries. Nineteen agencies produced finalists for this year's awards. Joe Public once again takes the lead with thirteen. FCB, Cape Town is second with seven finalists. These two agencies are followed by Promise Brand Specialists and Ninety9Cents Communications with five finalists each. Etiket, Ireland/Davenport and TBWAHuntLascaris Johannesburg can boast of four finalists each.

TWO.AM Agency, Birthmark and Native VML have three each, Shift Joe Public, Baie-Lingual Concepts, DDB South Africa and Chasing Migada Productions have two each and King James Group, FCB 1886, Black River F.C., Haas Advertising and Africards have one each.

In the student categories, the North-West University once again produced most of the finalists - eleven. The NWU is followed by the Stellenbosch Academy of Design and Photography with four finalists, Vega, Pretoria and AAA, Johannesburg with two each and the University of Pretoria with one finalist.

Tickets for the gala event on Friday evening 30 October are available from Corrie le Roux at [corrie@vibrantmedia.co.za](mailto:corrie@vibrantmedia.co.za) or 011 880 5202.



## **PENDORING 2015 FINALISTS** (in alphabetical order according to the title of the entry)

### **TELEVISION/CINEMA (with a production budget exceeding R600 000) (Sponsored by kykNET)**

**Title: Klein Riaan**

Agency: Native VML

Advertiser: Netwerk24

### **TELEVISION/CINEMA (with a production budget less than R600 000) (Sponsored by kykNET)**

**Title: Campaign: Afrikaans in Argentinië**

Agency: Promise Brand Specialists

Advertiser: CNA

**Title: Bulldog**

Agency: Ninety9Cents Communications

Advertiser: Checkers

### **NON-BROADCAST VIDEO & FILM**

No Finalists

### **RADIO**

**Title: Campaign: Bestanddele**

Agency: Joe Public

Advertiser: Foodcorp

**Title: Campaign: 5 Minute**

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

**Title: 'n Leeftyd in 'n Minuut**

Agency: Joe Public

Advertiser: Dialdirect

**Title: Campaign: Noodsaaklikhede**

Agency: FCB, Cape Town

Advertiser: Engen QuickShop

**Title: Campaign: Poespas Radio**

Agency: Ireland/Davenport

Advertiser: CliffCentral

**Title: Campaign: Treffers**

Agency: Joe Public

Advertiser: Nedbank

**Title: Vegan**

Agency: Joe Public

Advertiser: Steers

**Title: Wildtuin**

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

**NEWSPAPERS**

**Title: Campaign: Bestanddele**

Agency: Joe Public

Advertiser: Foodcorp

**Title: #TheDress**

Agency: Ireland/Davenport

Advertiser: Salvation Army

**MAGAZINES (Sponsored by Huisgenoot)**

**Title: Campaign: Klankbane**

Agency: FCB, Cape Town

Advertiser: BMW Motorrad

**POSTERS**

**Title: Rock Jou Snor**

Agency: TWO.AM Agency

Advertiser: MK

## **OUT-OF-HOME**

No finalists

## **DIGITAL - WEBSITES, MICROSITES, MOBILE APPLICATIONS & SITES (Sponsored by Media24)**

**Title: Want dis lekker!**

Agency: Etiket

Advertiser: Kief Koekies

## **DIGITAL - ONLINE & MOBILE ADVERTISING, SOCIAL MEDIA & EMAIL MARKETING**

**Title: Campaign: Stemposboodskappe**

Agency: Baie-Lingual Concepts

Advertiser: The-O/Produce/Sound Patch Collaboration

## **ORIGINAL AFRIKAANS (Sponsored by The Dagbreek Trust)**

**Title: Campaign: Bestanddele**

Agency: Joe Public

Advertiser: Foodcorp

**Title: Bodemloos**

Agency: Shift Joe Public

Advertiser: Mugg & Bean

**Title: Campaign: Kies jou kompetisie reg**

Agency: DDB South Africa

Advertiser: SABC

**Title: Kinderboeke**

Agency: Promise Brand Specialists

Advertiser: CNA

**Title: Campaign: Klankbane**

Agency: FCB Cape Town

Advertiser: BMW Motorrad

**Title: Klein Riaan**

Agency: Native VML

Advertiser: Netwerk24

**Title: Campaign: 5 Minute**

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

**Title: Campaign: Poespas Radio**

Agency: Ireland/Davenport

Advertiser: CliffCentral

**Title: Suzaniël**

Agency: Ninety9Cents Communications

Advertiser: Checkers

**Title: Campaign: Treffers**

Agency: Joe Public

Advertiser: Nedbank

**Title: Campaign: Troetelname**

Agency: Ninety9Cents Communications

Advertiser: Winhall & de Stadler Jewellers

**Title: Want dis lekker!**

Agency: Etiket

Advertiser: Kief Koekies

**Title: Wildtuin**

Agency: TBWAHuntLascaris, Johannesburg

Advertiser: Tiger Brands

**RETAIL**

**Title: Campaign: Afrikaans in Argentinië**

Agency: Promise Brand Specialists

Advertiser: CNA

**Title: Campaign: Afrikarnivore**

Agency: Joe Public

Advertiser: Steers

**Title: Campaign: Noodsaaklikhede**

Agency: FCB, Cape Town

Advertiser: **Engen QuickShop**

**Title: Suzaniël**

Agency: Ninety9Cents Communications

Advertiser: **Checkers**

**Title: Campaign: Tjie**

Agency: FCB, Cape Town

Advertiser: Corner Bakery

**Title: Campaign: Troetelname**

Agency: Ninety9Cents Communications

Advertiser: Winhall & de Stadler Jewellers

**Title: Vernuftig Vermeng**

Agency: FCB, Cape Town

Advertiser: Equatorial Coffee

**Title: Warm**

Agency: Haas Advertising

Advertiser: Spur Steak Ranches

**CRAFT**

**Title: Bodemloos**

Agency: Shift Joe Public

Advertiser: Mugg & Bean

Craft: Writing

**Title: FliekNET**

Agency: Birthmark

Advertiser: KykNET Channels

Craft: Motion Graphic Design

**Title: Campaign: Kies jou Kompetisie Reg**

Agency: DDB South Africa

Advertiser: SABC

Craft: Writing

**Title: Klein Riaan**

Agency: Native VML

Advertiser: Netwerk24

Craft: Special Visual Effects

**Title: KykNET Beleef jou Wêreld**

Agency: Birthmark

Advertiser: KykNET

Craft: Direction

**Title: KykNET Beleef jou Wêreld**

Agency: Birthmark

Advertiser: KykNET

Craft: Special Visual Effects

**Title: 'n Leeftyd in 'n Minuut**

Agency: Joe Public

Advertiser: Dialdirect

Craft: Writing

**Title: Campaign: Poespas Radio**

Agency: Ireland/Davenport

Advertiser: CliffCentral

Craft: Writing

**Title: Rock jou Snor**

Agency: TWO.AM Agency

Advertiser: MK

Craft: Illustration

**Title: Rock jou Snor**

Agency: TWO.AM Agency

Advertiser: MK

Craft: Typography

**Title: Campaign: Stemposboodskappe**

Agency: Baie-Lingual Concepts

Advertiser: The-O/Produce/Sound Patch Collaboration

Craft: Music and Sound Design & Original Music and Sound Design

**Title: Campaign: Treffers**

Agency: Joe Public

Advertiser: Nedbank

Craft: Original Music and Sound Design

**Title: Toe Vind Ek Jou**

Agency: Chasing Migada Productions

Advertiser: Francois van Coke Feat. Karen Zoid

Craft: Cinematography

**Title: Toe Vind Ek Jou**

Agency: Chasing Migada Productions

Advertiser: Francois van Coke Feat. Karen Zoid

Craft: Direction

**Title: Want dis lekker!**

Agency: Etiket

Advertiser: Kief Koekies

Craft: Writing

**COMMUNICATION DESIGN**

**Title: Haal die Taai uit Taal**

Agency: Etiket

Advertiser: ATKV

**Title: Campaign: Smaak verskil**

Agency: Joe Public

Advertiser: Clover

**Title: Vernuftig Vermeng**

Agency: FCB, Cape Town

Advertiser: Equatorial Coffee

**LIVE EVENTS & ACTIVATIONS & DIRECT COMMUNICATION**

**Title: Boks Vol Inspirasie**

Agency: Promise Brand Specialists

Advertiser: CNA

**Title: Omkeerbare Tronkbaadjie**

Agency: Joe Public

Advertiser: One School at a Time

**Title: Sanlam Musiekfees**

Agency: King James Group  
Advertiser: Sanlam

**INTEGRATED CAMPAIGN (Sponsored by the ATKV)**

**Title: Boks vol Inspirasie**

Agency: Promise Brand Specialists  
Advertiser: CNA

**TRULY SOUTH AFRICAN - TELEVISION**

**Title: Starship**

Agency: Black River F.C.  
Advertiser: Electronic Media Network

**TRULY SOUTH AFRICAN - RADIO**

**Title: Campaign: A Funeral Plan for Big Families**

Agency: Joe Public  
Advertiser: Nedbank

**Title: Campaign: Igugu**

Agency: FCB 1886  
Advertiser: Cell C

**TRULY SOUTH AFRICAN - GENERAL**

**Title: Campaign: South African Christmas arriving 2015**

Agency: Africards  
Advertiser: Africards

**TRULY SOUTH AFRICAN - CRAFT**

No Finalists

**STUDENTS**

**STUDENTS - TELEVISION; CINEMA; VIDEO COMMUNICATION; INTERNET COMMERCIALS**

**Title: Spel**

Tertiary Institution: North-West University  
Students: Schalk Willem Theron, John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche, Marcelle Versteeg

**Title: Toorberg**

Tertiary Institution: University of Pretoria  
Students: Marilize Gouws, Monique Cowdrey

**STUDENTS - RADIO**

No Finalists

## **STUDENTS - PRINT COMMUNICATION**

### **Title: Campaign: Alle Kwale**

Tertiary Institution: Vega School of Brand Leadership, Pretoria

Students: Megan Budler, Christi Meletakos

### **Title: Campaign: Etiketette**

Tertiary Institution: Vega School of Brand Leadership, Pretoria

Student: Layla Loots

### **Title: Vat-nie-khaki**

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Peter Assenga

## **STUDENTS - COMMUNICATION DESIGN**

### **Title: Ja Oom, Nee Oom**

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Casper Schutte

## **STUDENTS - CRAFT**

### **Craft: Illustration**

Title: Dorp

Tertiary Institution: North-West University

Student: Amanda van der Walt

### **Craft: Photography and Graphic Design**

Title: Ja Oom, Nee Oom

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Casper Schutte

### **Craft: Illustration**

Title: Maaifoedie

Tertiary Institution: North-West University

Student: Lise-Marié Clarke

### **Craft: Cinematography**

Title: Spel

Tertiary Institution: North-West University

Students: Schalk Willem Theron, John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche, Marcelle Versteeg

### **Craft: Editing**

Title: Spel

Tertiary Institution: North-West University

Students: Schalk Willem Theron, John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche, Marcelle Versteeg

### **Craft: Direction**

Title: Spel

Tertiary Institution: North-West University



Students: Schalk Willem Theron,  
John William Longland, Yolanda Mayer, Frané Els, Naydine Hartzenberg, Lindie Nel, Pieter de la Rey, Landie Terblanche,  
Marcelle Versteeg

## **STUDENTS - INTEGRATED CAMPAIGN**

### **Title: Bekstil**

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Miemie-Louise van der Walt

### **Title: MK Gly**

Tertiary Institution: North-West University

Students: Lise-Marié Clarke, Stefan Kruger, PJ Pretorius, Roelien Potgieter

### **Title: MK Gons**

Tertiary Institution: North-West University

Students: Reandi Engelbrecht, Adrien Viljoen, Ronel Swanepoel, Luanri Venter

### **Title: MK Kuier**

Tertiary Institution: North-West University

Student: Amanda van der Walt

### **Title: MK Live**

Tertiary Institution: North-West University

Students: Tanya Loots, Marézane Trollip, Christine Muiwijk

### **Title: MK Tjoen-It**

Tertiary Institution: North-West University

Students: Berné van Zyl, Suzél van Heerden, Junika van Schalkwyk

## **STUDENTS - TRULY SOUTH AFRICAN COMMUNICATION**

### **Title: Campaign: Anyone's Game**

Tertiary Institution: AAA School of Advertising, Johannesburg

Students: Lizandri van de Merwe, Yenani Madikwa

### **Title: President**

Tertiary Institution: AAA School of Advertising, Johannesburg

Student: Mahlatse Moetlo

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## Pendoring

Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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