

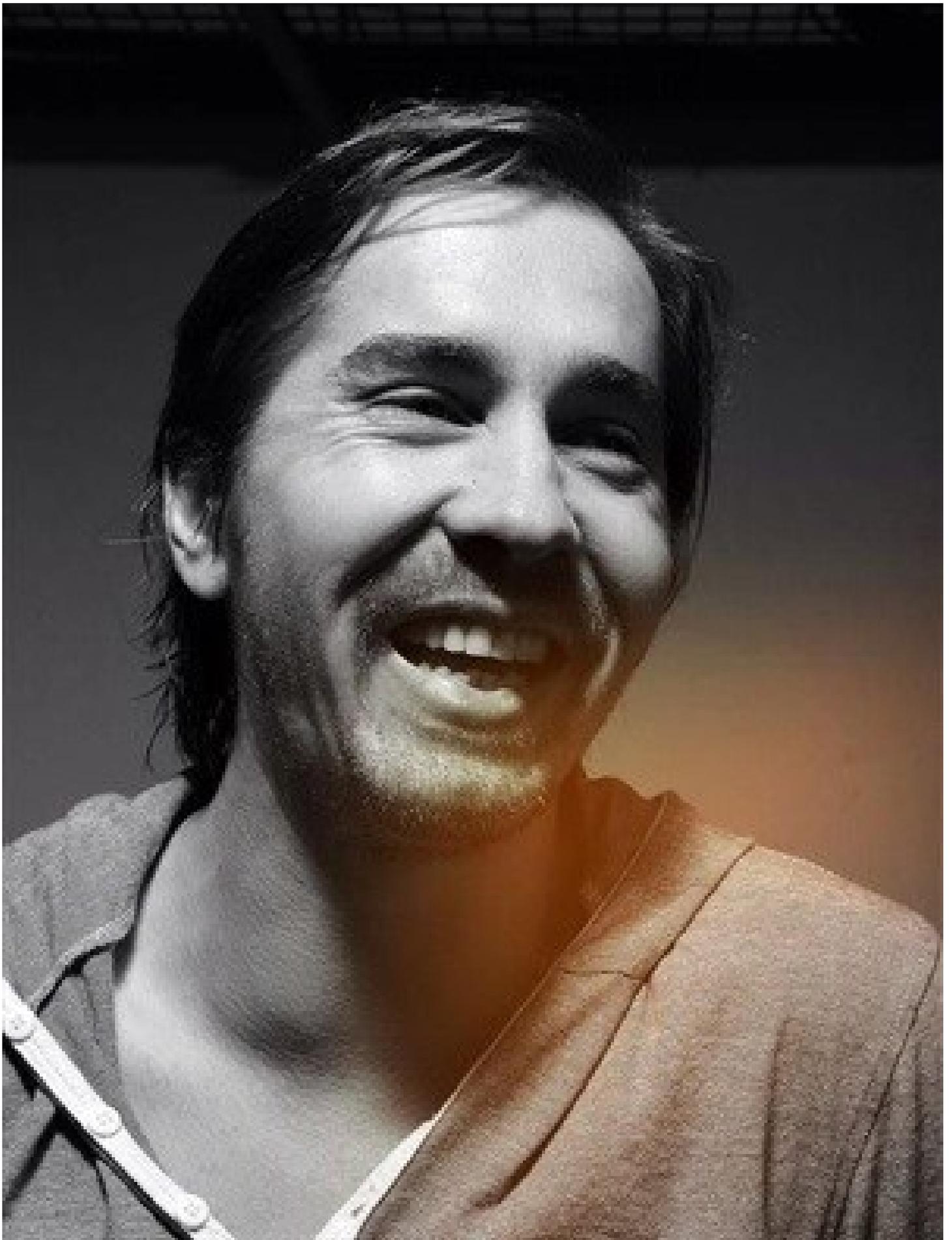
2017 Pendorring judges seasoned experts

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Entries for the 2017 Pendorring Advertising Awards, which promotes and rewards excellence in indigenous language advertising, will once again be judged by the cream of South Africa's creative crop.





Louis Enslin



Richardt Strydom

“Every year Pendoring strives to maintain the highest possible judging standards, hence we invite seasoned creatives who have all made their mark in their respective fields of expertise. This year is no exception,” says Pendoring GM, Franette

Klerck.

“As Pendoring is celebrating and rewarding excellent marketing communication in *all* vernacular languages, the fully representative panel is well equipped to assess and adjudicate work across the full spectrum of South Africa’s indigenous languages (excluding English),” Klerck adds.

Louis Enslin, specialist radio judge and owner of Produce Sound, says radio spots that offer a comprehensive ‘package’ – good copy, good execution and a good soundtrack, are clear winners.

“Generally speaking, in terms of copy and execution, South African radio spots are right up there. The large number of the Cannes radio awards for South African work bears testimony to this.

“Creatives, however, need to bear in mind that it takes time conceptualising, crafting and producing quality radio work. There are no shortcuts: they need to spend sufficient time and effort if they wish to produce award-winning work,” he advises.

With regard to student entries, “a combination of a simple insight, which is executed sharp as a razor, stands the best chance of winning the judges’ favour,” stresses Richardt Strydom, specialist judge of the student section and content director, Breinstorm Brand Architects. “Work that speaks to the target market in a relevant, yet creative way and which is truly South African, will furthermore clinch it for students.”

Strydom says every year entries in student categories lead to a lively debate “and I certainly hope this will remain so. And every year the crop of student entries yields both good and bad work. The good entries hold their own and could easily apply in practice.”

Last year entries in the radio and student categories showed a marked increase compared to the previous year. Tertiary institutions accounted for an increase of 80% in the number of student entries compared to the previous year. At the same time, radio entries also doubled compared to the previous year. On top of this, the radio category accounted for both Umpetha winners.

His message to students is plain and simple: “Dare! Never play safe, but back up your courage with excellent editing and craftsmanship.”

The judging will take place at Media Park in Auckland Park on 6-8 September 2017.

The 2017 Pendoring judging panel

Wynand Botha, Creative Director, Abnormal Group

André de Wet, Group Head: Copywriter, FCB CT

Nerine Gardiner, Senior Copy Writer, Ninety9cents Communications Jhb

Pepe Marais, Chief Creative Officer, Joe Public

Neo Mashigo, Creative Partner, M&C Saatchi Group

Vumile Mavumengwana, Creative Director, VM DSGN

Nkgabiseng Motau, Co-founder & Creative Director, Think Creative Hub

Annette Nel, Executive Creative Director, Baie-Lingual Concepts

Veli Ngubane, Chief Creative Officer, AVATAR

Mariana O'Kelly, Executive Creative Director, Ogilvy & Mather Jhb

Sibusiso Sitole, Executive Creative Director, The Odd Number

Willie Struwig, Creative Director, Publicis Machine

Melui Tshabalala, Executive Creative Director/Managing Partner, Studio 214

Marius van Rensburg, Executive Creative Director, Ninety9cents Communications CT

Carl Willoughby, Executive Creative Director, Openco

Specialist judges

Louis Enslin (Radio), Owner/Engineer, Produce Sound

Richardt Strydom (Students), Content Director, Breinstorm Brand Architects

All work commercially published, announced or broadcast for the first time between 1 August 2016 and 31 July 2017 may be entered. Enter online at www.pendoring.co.za.

The extended entry deadline is Tuesday, 8 August 2017.

The finalists will be announced on Tuesday, 19 September 2017 and the winners at the prestigious gala event at Vodacom World on Friday, 27 October 2017.

- The overall winners of the Prestige and Umpetha awards each wins a cash prize of R100,000 comprising an overseas study trip.
- Each gold winner in every category receives R6000 cash, and silver winners R2500 each.
- Gold craft winners each receives R3000.
- For students, R20 000 are up for grabs: R10,000 for the overall Afrikaans winner, and R10,000 for the overall winner of the other best indigenous language entry.
- The advertiser of the recipient of the Prestige Award will receive free airtime worth R550,000 from kykNET.

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28 Oct 2019

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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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