

# Pendoring 2016 winners - King James reigns supreme

Advertising agency, King James has won Pendoring's sought after Prestige Award for the second consecutive year for its Sanlam Musiekfees campaign.



The Umpetha Award for the best advertisement in an indigenous language other than Afrikaans is shared between Ogilvy & Mather, Johannesburg, for its radio ad for KFC, Slyza Tsotsi 3 and The Odd Number, also for a radio ad Umsebenzi for BBC Brit. Both ads are in Zulu.

Both the Prestige Award and the Umpetha Award consist of an overseas study tour worth R100,000.

Carina Bonse and Gabi van Niekerk from Red & Yellow School of Logic and Magic in Cape Town won the Overall Student Award with their entry Die water is perfek! in the category Integrated Campaign. They will share the R10,000 for the best Afrikaans work in the student category. Their campaign was also the only student entry that took gold.

The winners were announced at the Vodacom World in Midrand on 28 October.

## Pendoring 2016 Winners

### Television/Cinema Commercials – Production budget exceeding R1 million

*(Sponsored by kykNET)*

- Title: Hierdie man bou 'n ruimtetuig
- Agency: Mullen Lowe, Cape Town
- Advertiser: GWK
- Language: Afrikaans

## **Television/Cinema Commercials – Production budget under R1 million**

*(Sponsored by kykNET)*

### Silver

- Title: Afsê
- Agency: DPK
- Advertiser: Liedjie.com
- Language: Afrikaans

### Silver

- Title: Die celeb-jagter
- Agency: DPK
- Advertiser: Aardklop Nasionale Kunstefees
- Language: Afrikaans

## **Non-Broadcast Video & Film**

### Silver

- Title: Campaign: Elke woord is 'n meesterstuk
- Agency: King James Group
- Advertiser: Sanlam
- Language: Afrikaans

## **Internet Commercials; TV Trailers; Content Promos; Branded Content Video**

No Award

## **Radio Communication**

### Gold

- Title: Slyza Tsotsi 3
- Agency: Ogilvy & Mather, Johannesburg
- Advertiser: KFC
- Language: Zulu

### Gold

- Title: Umsebenzi
- Agency: The Odd Number
- Advertiser: BBC Brit
- Language: Zulu

### Silver

- Title: Campaign: Lugtyd-oordrag

- Agency: FCB 1886
- Advertiser: Cell C
- Language: Afrikaans

#### Silver

- Title: Campaign: A War of Words
- Agency: FCB, Johannesburg
- Advertiser: Netflorist
- Language: Afrikaans & Sotho

#### Silver

- Title: Campaign: Bad Parts
- Agency: FCB, Johannesburg
- Advertiser: Toyota
- Language: Afrikaans & Zulu

#### Silver

- Title: Multi Terrain "Directions"
- Agency: FCB, Johannesburg
- Advertiser: Lexus
- Language: Zulu

#### Silver

- Title: Jan
- Agency: FCB, Cape Town
- Advertiser: BMW Motorrad
- Language: Afrikaans

#### Silver

- Title: Campaign: Slyza Tsotsi 1 & Slyza Tsotsi 2
- Agency: Ogilvy & Mather, Johannesburg
- Advertiser: KFC
- Language: Zulu

#### Silver

- Title: Campaign: Street Movie Reviews
- Agency: Ogilvy & Mather, Johannesburg
- Advertiser: MultiChoice DStv
- Language: Zulu

#### Silver

- Title: Sterfbed
- Agency: DDB South Africa
- Advertiser: SABC TV Licences
- Language: Afrikaans

### Silver

- Title: Tronk lied
- Agency: Joe Public
- Advertiser: One School at a Time
- Language: Afrikaans

## **Newspaper Advertising**

### Gold

- Title: Campaign: Hilux' tjie
- Agency: FCB, Johannesburg
- Advertiser: Toyota
- Language: Afrikaans

### Silver

- Title: Menigte
- Agency: OpenCo
- Advertiser: Apartheid Museum
- Language: Afrikaans

## **Magazine Advertising**

### Silver

- Title: Campaign: Loop voor jy jou vasloop
- Agency: Joe Public
- Advertiser: PNet
- Language: Afrikaans

## **Posters**

### Silver

- Title: Campaign: Flitskaarte
- Agency: Promise Brand Specialists
- Advertiser: CNA
- Language: Afrikaans

## **Websites, Microsites, Mobile Applications & Sites (Sponsored by Media24)**

No Award

## **Original Afrikaans**

*(Sponsored by Dagbreek Trust)*

### Silver

- Title: Rampartytjie
- Agency: FCB, Johannesburg
- Advertiser: Toyota
- Language: Afrikaans

## **Retail Communication**

### Silver

- Title: Campaign: Verander haar deuntjie met 'n steentjie
- Agency: Ninety9Cents Communications
- Advertiser: Winhall & De Stadler Jewellers
- Language: Afrikaans

## **Craft**

### **Craft: Editing**

#### Silver

- Title: Die Mystic Boer
- Agency: King James Group
- Advertiser: Sanlam
- Language: Afrikaans

### **Craft: Performance**

#### Silver

- Title: Campaign: Slyza Tsotsi
- Agency: Ogilvy & Mather, Johannesburg
- Advertiser: KFC
- Language: Zulu

#### Silver

- Title: Sterfbed
- Agency: DDB South Africa
- Advertiser: SABC TV Licences
- Language: Afrikaans

### **Craft: Animation**

#### Gold

- Title: Hierdie man bou 'n ruimtetuig
- Agency: Mullen Lowe, Cape Town
- Advertiser: GWK
- Language: Afrikaans

### **Craft: Production Design**

#### Gold

- Title: Hierdie man bou 'n ruimtetuig
- Agency: Mullen Lowe, Cape Town
- Advertiser: GWK
- Language: Afrikaans

### **Craft: Writing**

#### Gold

- Title: Campaign: Slyza Tsotsi
- Agency: Ogilvy & Mather, Johannesburg
- Advertiser: KFC
- Language: Zulu

#### Silver

- Title: Campaign: Lugtyd-oordrag
- Agency: FCB 1886
- Advertiser: Cell C
- Language: Afrikaans

#### Silver

- Title: Campaign: A War of Words
- Agency: FCB, Johannesburg
- Advertiser: Netflorist
- Language: Afrikaans, Sotho

#### Silver

- Title: Campaign: Stiller kajuit
- Agency: FCB 1886
- Advertiser: Lexus
- Language: Afrikaans

#### Silver

- Title: Vet uit die storie
- Agency: Joe Public
- Advertiser: Clover
- Language: Afrikaans

### **Craft: Art Direction**

#### Silver

- Title: Campaign: Flitskaarte
- Agency: Promise Brand Specialists
- Advertiser: CNA
- Language: Afrikaans

### **Craft: Music & Sound Design**

#### Silver

- Title: Campaign: A War of Words
- Agency: FCB, Johannesburg
- Advertiser: Netflorist
- Language: Afrikaans, Sotho

### **Communication Design**

#### Silver

- Title: Ongemaklike stilte
- Agency: 34°
- Advertiser: Warwick Wines
- Language: Afrikaans

Silver

- Title: Teaching Typefaces
- Agency: The Jupiter Drawing Room, Johannesburg
- Advertiser: Reddam House
- Language: Ndebele

## **Live Events & Activations**

Gold

- Title: Elke woord is 'n meesterstuk
- Agency: King James Group
- Advertiser: Sanlam
- Language: Afrikaans

## **Integrated Campaign**

*(Sponsored by Toyota)*

Gold

- Title: Elke woord is 'n meesterstuk
- Agency: King James Group
- Advertiser: Sanlam
- Language: Afrikaans

## **Students**

### **Student – Television; Cinema; Video Communication; Internet Commercials**

No Award

### **Student – Radio Communication**

No Award

### **Student – Print Communication**

Silver

- Title: Nou-Nou
- Tertiary Institution: Stellenbosch Academy of Design and Photography
- Student: Sarah Yeats
- Language: Afrikaans

Silver

- Title: Campaign: Tuisbesoek
- Tertiary Institution: AAA School of Advertising, Cape Town
- Students: Hanno Koen & Jaco Louw

- Language: Afrikaans

## **Student – Digital Interactive Communication**

No Award

## **Student – Communication Design**

Silver

- Title: Bakgat Baard Hoër Baard Bybel
- Tertiary Institution: Stellenbosch Academy of Design and Photography
- Students: Carel Pretorius, Ewald Verster, Lucia Petschnig
- Language: Afrikaans

Silver

- Title: Breinmagnaat
- Tertiary Institution: North-West University
- Student: Marié Serfontein
- Language: Afrikaans

Silver

- Title: TP vir bome
- Tertiary Institution: Vega School of Brand Leadership, Johannesburg
- Students: Cheri Kustner, Helen Aadnesgaard, Gerhard Cronjé
- Language: Afrikaans

## **Student – Craft**

### **Craft: Illustration**

Silver

- Title: 30 Years of South Africa Illustrated
- Tertiary Institution: AAA School of Advertising, Johannesburg
- Student: Lutho Mtyamde
- Language: Afrikaans

## **Student – Integrated Campaign**

*(Sponsored by the ATKV)*

Gold

- Title: Die water is perfek!
- Tertiary Institution: Red & Yellow School of Logic and Magic, Cape Town
- Students: Carina Bonse, Gabi van Niekerk
- Language: Afrikaans

Silver

- Title: Bakgat Baard Hoër Veldtog
- Tertiary Institution: Stellenbosch Academy of Design and Photography



- Students: Carel Pretorius, Ewald Verster, Lucia Petschnig
- Language: Afrikaans

### Silver

- Title: Dis kak in die donker
- Tertiary Institution: Vega School of Brand Leadership, Johannesburg
- Student: Marjorie Meijerink
- Language: Afrikaans

## **Overall Student Award**

- Students: Carina Bonse, Gabi van Niekerk
- Category: Integrated Campaign
- Title: Die water is perfek!
- Tertiary Institution: Red & Yellow School of Logic and Magic, Cape Town
- Language: Afrikaans

## **Umpetha Award**

- Agency: Ogilvy & Mather, Johannesburg
- Category: Radio Communication
- Title: Slyza Tsotsi 3
- Advertiser: KFC
- Language: Zulu

- Agency: The Odd Number
- Category: Radio Communication
- Title: Umsebenzi
- Advertiser: BBC Brit
- Language: Zulu

## **Prestige Award**

- Agency: King James Group
- Category: Integrated Campaign
- Title: Elke woord is 'n meesterstuk
- Advertiser: Sanlam
- Language: Afrikaans

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