

Partnerships assure 21st celebration for Pendoring

Many partners are coming together to celebrate the 21st Pendoring Advertising Awards, which takes another step forward this year by opening its doors to entries in all the indigenous African languages to compete on an equal footing.



Franette Klerck, Pendoring GM

Companies and organisations, which realise the sound business sense of mother tongue advertising in communicating with a particular target market, include ATKV, Dagbreek Trust, kykNET, Media24 and Toyota, as platinum sponsors. In addition, gold sponsor Die Burger, silver sponsors Rapport, Ads24 and Huisgenoot, and Caxton Community Newspapers, OFM en Kuier (bronze sponsors) also ensure that the wheels keep on turning.

Ten partners have pledged their support of Pendoring this year: Beeld, Clover, eVATI spring water, Leopard's Leap Wines, MarkLives.com, Maroela Media, Newsclip, Richelieu, Vodacom World and Bizcommunity.com as online partner.

“Following 21 successful years, the authoritativeness and impact of Pendoring are no longer limited to the Afrikaans market; this year it crossed language and cultural boundaries to promote, acknowledge and celebrate the kaleidoscope of advertising in all home languages (excluding English). This means that both the Prestige and Umpetha awards for the overall winner of the best Afrikaans and best indigenous entry, entail R100,000 (including an overseas study tour). Likewise, the overall student winners for the best Afrikaans and best indigenous entries will both receive cash prizes of R10,000,” Pendoring GM, Franette Klerck points out.

Nick Efstathiou, GM of long-time bronze sponsor OFM, says, “The radio station is proud to continue its association with this esteemed competition. Print, broadcast and digital media in South Africa are surely the most important platforms for highlighting creativity and innovative ideas. Advertisers must work harder to rise above the competition. This is only possible if a creative team understands your product or service and can communicate it to the public in an unforgettable manner. The Pendoring Awards pay tribute to outstanding creativity in advertising and OFM is proud to reward the masters of new and fresh ideas for their hard work.”

New blood

Making their debut as Pendoring partners this year, Beeld, Clover and Richelieu are also very pleased with their association with the Awards.

Chris Lerm, who retired as the head of brands and marketing at Clover at the end of June, says the company prides itself that, for the past 118 years, it provided excellent quality products to all the market segments in South Africa. "As a truly South African company, Clover is just as proud to partner the Pendoring Awards this year, particularly as the Awards broke new ground by opening its doors to advertising in all the indigenous languages of our rainbow nation."

Also proud to join the Pendoring team this year, is Richelieu. "We are very happy to join in celebrating the best skills and fearless craftsmanship of our indigenous language advertising. Success does not come overnight; this we know all too well. Just as our slogan says: Rich, Rewarding, Richelieu, we believe that rich rewards await those who make the most of their talent to prove themselves in their own right, and, on top of that, earn the respect of their peers," says marketing manager Jeremy Thompson.

Promise of glittering gala

"Likewise, Vodacom World is very pleased that its 'crowning glory', the Vodacom Dome, will once again host the glittering awards event," says Vodacom World marketing manager, Penny Gilchrist. "For many years, Vodacom World has partnered for the special event and highlight on the advertising calendar. It stands to reason that we will once again do our level best to make the event as memorable as possible, not only with regard to an unparalleled theatrical experience, but also by providing a sumptuous three-course meal and five-star service."

The annual Pendoring gala event takes place on Friday evening, 28 October 2016. Tickets are now available, for more information, go to www.pendoring.co.za.

For more, visit: <https://www.bizcommunity.com>