

Pendoring judges selected

The top creative minds have been selected for the 2016 Pendoring Advertising Awards.



“After a careful filtering process and discussions with industry pundits, we believe we’ve selected an excellent judging panel. As the credibility of the Awards is a top priority for Pendoring, no stone has been left unturned to ensure that we invite the cream of the creative crop,” says Franette Klerck, Pendoring GM.

“From an enterprising project that was created in 1995 to put the spotlight on the sharpest Afrikaans advertising, Pendoring has evolved over the past 21 years into a comprehensive, truly South African advertising festival where mother-tongue advertising takes centre stage, be it in Afrikaans, Zulu, Xhosa, or any of the other indigenous languages.

“Therefore we will only have one judging panel this year, as each one of South Africa’s indigenous languages now competes on equal footing for Pendoring’s sought-after gold and silver trophies in all the categories.”

Judges

- Susan Aukema, freelance art director
- Paul de Klerk, executive creative director, Etiket
- André de Wet, group head: copy writer, FCB, Cape Town
- Antoinette Johnson, senior copy writer, Ogilvy, Johannesburg
- Festus Masekwameng, managing partner & executive director, MKT Media
- Jacque Matthee, executive creative director, Y&R, Johannesburg
- Qingqile Mdlulwa, executive creative director, Connect & More
- Freda Raubenheimer, art director, Joe Public
- Sbu Sitole, creative director, The Odd Number
- Molefi Thulo, art director, Ogilvy, Johannesburg
- Zwelakhe Zee Tshabangu, managing director and executive creative director, Dashboard Africa
- Tian van den Heever, creative director, FCB, Johannesburg
- Marius van Rensburg, executive creative director, Ninety9cents Communications

- Deon Wiggett, executive creative director and founding partner, Famous Copy

All work commercially published, announced or broadcast for the first time between 1 August 2015 and 31 July 2016 can be entered. Enter online at www.pendoring.co.za. Entries close on Monday, 1 August 2016. The finalists will be announced on Friday, 16 September.

Prizes

Pendoring is the only advertising awards in South Africa with considerable cash prizes for winners.

- The overall winners, who will respectively receive the Prestige award and Umpetha award, will both win 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.
- 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 and advertising space from participating Sponsoring partners.
- The gold winner in the radio category will receive commercial airtime to the value of R75,000 from OFM, provided the winning commercial was scheduled on OFM. Should there be more than one gold winner, each winner will receive commercial airtime to the value of R50,000 from OFM, provided the winning commercials were scheduled on OFM.

Sponsors

Sponsoring would like to thank the following sponsors:

- Platinum: ATKV, Dagbreek Trust, kykNET, Media24, Toyota
- Gold: Die Burger
- Silver: Rapport, Ads24, Huisgenoot
- Bronze: Caxton Community newspapers, Kuier, OFM
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