

Silver and bronze awards for AAA School of Advertising at the Pendoring and Loeries 2021

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The 2021 Pendoring Awards took place on the evening of 5 November, in a celebration of South Africa's creative content across the advertising industry.

This year showcased an array of incredible industry and student work, which provided inspiration to creative minds. As Africa's #1 advertising school, AAA had a total of 20 Pendoring finalists during this year's edition of the esteemed competition – a remarkable achievement by our talented learners.

The biggest victory of the evening among the 20 AAA School of advertising finalists was achieved by 3rd-year Copywriting ACA Bursary student, Mandisa Vilakazi, who won a silver Pendoring award for her Social Media entry titled *Isibonelo Esihle* created for Aware.

AAA school continued to showcase its international standard of excellence by ranking 3rd overall among the Top 8 schools at the 2021 Pendoring Awards.

"To win a Pendoring award, or to be a finalist, is a thrilling event in our students lives. However, the awards represent more than a single point in time; they are a result of the continual drive, the daily passion and creative excellence that all our students strive to achieve," said Guy Bragge, copywriting lecturer.

In the 2021 Loeries, another reputable industry awards platform, AAA had a total of five finalists with copywriting student, Pule Moropoli, winning a bronze Loerie for Radio.

"Isipani sethu as creatives is validated when we win ama-awards, and in turn our quest for i-diversity and inclusion nayo is further validated," said Nkululeko Sibiya, copywriting lecturer.

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