

2015 Pendoring winners: King James Group walks away with Prestige Award

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A captivating, topical and highly effective campaign by King James Group for the Sanlam Music Festival (Sanlam Musiekfees) garnered Pendoring's highest honour - the Prestige Award - at the 20th Pendoring Advertising Award ceremony.

The overall winner in the student category was Casper Schutte from the Stellenbosch Academy of Design and Photography who took the laurels with his entry, 'Ja Oom, Nee Oom', in the category Communications Design.

The winners were announced in front of a packed and appreciative audience at the glittering annual awards evening at Vodacom World in Midrand last night (Friday, 30 October). At the same time, Pendoring's 20th birthday was celebrated in style. With sizzling entertainment by performers like Bongie, Riana Nel, LeAnne Dlamini and the Mzansi Youth Choir, the event once again proved to be a multicultural bash second to none!

A total of 50 gold and silver Pendoring trophies were awarded: 39 in the professional agency categories, while 11 went to students.

Of the nine gold Pendorings awarded in the agency categories, two each went to TBWA\Hunt\Lascaris, Johannesburg, Baie-Lingual Concepts and Promise Brand Specialists, while King James Group, Etiket and FCB, Cape Town bagged one each.

The three gold Pendorings in the student category went to Stellenbosch Academy for Design and Photography (two) and AAA School of Advertising, Johannesburg (one).

In terms of silver, Joe Public came out on top with seven silver trophies, followed by FCB, Cape Town with five, NATIVE VML and Promise Brand Specialists (three each), TBWA\Hunt\Lascaris, Johannesburg, Ireland/Davenport, Chasing Migada Productions and Etiket (two each) and Ninety9Cents Communications, Birthmark, DDB South Africa and FCB 1886 one each.

The eight silver winners in the student categories are North-West University (five), University of Pretoria (one), AAA School of Advertising, Johannesburg (one) and Vega School of Brand Leadership, Pretoria (one).

Overall winner

Besides being awarded the Prestige Award (an overseas study tour worth a whopping R100,000), the winning team also won a gold Pendoring and bagged R6,000 for coming out on top in the category Live Events & Activations & Direct Communications.

The judging panel sung the campaign's praises. "It was most pleasing to see an Afrikaans campaign conceptualised and executed in a modern and topical way. It felt thoroughly authentic, was difficult to ignore and not remotely sales-directed. Instead, it evoked a strong inclination to participate," says Leon Jacobs, jury chairman and Executive Creative Director of Havas Boondoggle, Cape Town.

To raise optimal awareness of the Sanlam Music Festival and boost attendance, King James wanted to do something that would turn heads and lure people to the festival. With a series of typographical installations throughout Stellenbosch, inspired by the lyrics of the artists performing at the festival, they clearly succeeded - ticket sales soared by 77%!

The judges were equally impressed with the winning student entry, noting that the work did not only excel in the student category, but could easily hold its own in the professional agency section. Schutte walks away with R22,000 (R10,000 as overall student winner plus R12,000 for two golds) as well as an internship for 2016 at Etiket.

Truly South African

On the other hand, and sadly, this year the volume of work competing for the Umpetha Award in the Truly South African section (excluding English) did not meet the judges' expectations, hence no award was made.

"Perhaps there was some initial confusion among agencies as to the future of this category of the awards, nonetheless the capable panel searched hard for gems and in the end felt that there was nothing worthy of the prestigious Umpetha award," explains Truly South African jury chairman Festus Masekwameng, Managing Partner at MKT Media and Executive Creative Director at Motherrussia Communications.

Xolisa Dyeshana, Executive Creative Director at Joe Public, concurs and adds: "The number of entries in the Truly South African section was disappointing; however, as it was the first year that English wasn't included, it's understandable. With our indigenous languages under threat, it is really important to have an awards show like Pendoring that not only celebrates all of the languages, but also goes all out to promote mother tongue advertising."

PENDORING 2015 WINNERS (In alphabetical order according to the title of the entry.)

TELEVISION/CINEMA (with a production budget exceeding R600,000) (Sponsored by kykNET)

Silver

Title: Klein Riaan

Agency: NATIVE VML

Advertiser: Netwerk24

TELEVISION/CINEMA (with a production budget less than R600,000) (Sponsored by kykNET)

Silver

Title: Campaign: Afrikaans in Argentinië

Agency: Promise Brand Specialists

Advertiser: CNA

NON-BROADCAST VIDEO & FILM

No Award

RADIO

Gold

Title: Campaign: Noodsaaklikhede

Agency: FCB, Cape Town

Advertiser: Engen QuickShop

Gold

Title: Wildtuin

Agency: TBWA\Hunt\Lascaris, Johannesburg

Advertiser: Tiger Brands

Silver

Title: Campaign: 5 Minute
Agency: TBWA\Hunt\Lascaris, Johannesburg
Advertiser: Tiger Brands

Silver

Title: 'n Leeftyd in 'n Minuut
Agency: Joe Public
Advertiser: Dialdirect

Silver

Title: Campaign: Poespas Radio
Agency: Ireland/Davenport
Advertiser: CliffCentral

Silver

Title: Campaign: Treffers
Agency: Joe Public
Advertiser: Nedbank

NEWSPAPERS

No Award

MAGAZINES (Sponsored by Huisgenoot)

Silver

Title: Campaign: Klankbane
Agency: FCB, Cape Town
Advertiser: BMW Motorrad

POSTERS

No Award

OUT-OF-HOME

No Award

DIGITAL - Websites, Microsites, Mobile Applications & Sites (Sponsored by Media24)

Silver

Title: Want dis lekker!
Agency: Etiket
Advertiser: Kief Koekies

DIGITAL - Online & Mobile Advertising, Social Media & Email Marketing

Gold

Title: Campaign: Stemposboodskappe
Agency: Baie-Lingual Concepts
Advertiser: The-O/Produce/Sound Patch Collaboration

ORIGINAL AFRIKAANS (Sponsored by Die Dagbreek Trust)

Gold

Title: Kinderboeke

Agency: Promise Brand Specialists

Advertiser: CNA

Gold

Title: Wildtuin

Agency: TBWA\Hunt\Lascaris, Johannesburg

Advertiser: Tiger Brands

Silver

Title: Campaign: Klankbane

Agency: FCB, Cape Town

Advertiser: BMW Motorrad

Silver

Title: Klein Riaan

Agency: NATIVE VML

Advertiser: Netwerk24

Silver

Title: Campaign: 5 Minute

Agency: TBWA\Hunt\Lascaris, Johannesburg

Advertiser: Tiger Brands

Silver

Title: Campaign: Poespas Radio

Agency: Ireland/Davenport

Advertiser: CliffCentral

Silver

Title: Campaign: Treffers

Agency: Joe Public

Advertiser: Nedbank

Silver

Title: Want dis lekker!

Agency: Etiket

Advertiser: Kief Koekies

RETAIL

Silver

Title: Campaign: Afrikaans in Argentinië

Agency: Promise Brand Specialists

Advertiser: CNA

Silver

Title: Campaign: Noodsaaklikhede

Agency: FCB, Cape Town

Advertiser: Engen QuickShop

Silver

Title: Suzaniël

Agency: Ninety9Cents Communications

Advertiser: Checkers

Silver

Title: Campaign: Tjie

Agency: FCB, Cape Town

Advertiser: Corner Bakery

CRAFT

Gold

Title: Want dis lekker!

Agency: Etiket

Advertiser: Kief Koekies

Craft: Writing

Gold

Title: Campaign: Stemposboodskappe

Agency: Baie-Lingual Concepts

Advertiser: The-O/Produce/Sound Patch Collaboration

Craft: Original Music and Sound Design

Silver

Title: Campaign: Kies jou kompetisie reg

Agency: DDB South Africa

Advertiser: SABC

Craft: Writing

Silver

Title: Klein Riaan

Agency: NATIVE VML

Advertiser: Netwerk24

Craft: Special Visual Effects

Silver

Title: KykNET Beleef jou Wêreld

Agency: Birthmark

Advertiser: KykNET

Craft: Special Visual Effects

Silver

Title: 'n Leeftyd in 'n Minuut

Agency: Joe Public

Advertiser: Dialdirect

Craft: Writing

Silver

Title: Toe Vind Ek Jou

Agency: Chasing Migada Productions
Advertiser: Francois van Coke and Karen Zoid
Craft: Cinematography & Direction

Silver

Title: Campaign: Treffers
Agency: Joe Public
Advertiser: Nedbank
Craft: Original Music and Sound Design

COMMUNICATION DESIGN

Silver

Title: Campaign: Smaak Verskil
Agency: Joe Public
Advertiser: Clover

Silver

Title: Vernuftig Vermeng
Agency: FCB, Cape Town
Advertiser: Equatorial Coffee

LIVE EVENTS & ACTIVATIONS & DIRECT COMMUNICATION

Gold

Title: Sanlam Musiekfees
Agency: King James Group
Advertiser: Sanlam

Silver

Title: Boks vol Inspirasie
Agency: Promise Brand Specialists
Advertiser: CNA

Silver

Title: Omkeerbare Tronkbaadjie
Agency: Joe Public
Advertiser: One School at a Time

INTEGRATED CAMPAIGN (Sponsored by the ATKV)

Gold

Title: Boks vol inspirasie
Agency: Promise Brand Specialists
Advertiser: CNA

TRULY SOUTH AFRICAN - TELEVISION

No Award

TRULY SOUTH AFRICAN - RADIO

Silver

Title: Campaign: Igugu

Agency: FCB 1886

Advertiser: Cell C

TRULY SOUTH AFRICAN - General

No Award

TRULY SOUTH AFRICAN - Craft

No Award

STUDENTS**Students - Television; Cinema; Video Communication; Internet Commercials****Silver**

Title: Toorberg

Tertiary Institution: University of Pretoria

Students: Marilize Gouws, Monique Cowdrey

STUDENTS - Radio

No Award

STUDENTS - Print Communication**Silver**

Title: Campaign: Etiketie

Tertiary Institution: Vega School of Brand Leadership, Pretoria

Student: Layla Loots

STUDENTS - Communication Design**Gold**

Title: Ja Oom, Nee Oom

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Casper Schutte

STUDENTS - Craft**Gold**

Craft: Photography and Graphic Design

Title: Ja Oom, Nee Oom

Tertiary Institution: Stellenbosch Academy of Design and Photography

Student: Casper Schutte

Silver

Craft: Illustration

Title: Dorp

Tertiary Institution: North-West University

Student: Amanda van der Walt

Silver

Craft: Illustration

Title: Maaifoedie

Tertiary Institution: North-West University

Student: Lise-Marié Clarke

STUDENTS - Integrated Campaign

Silver

Title: MK Gons

Tertiary Institution: North-West University

Students: Reandi Engelbrecht, Adrien Viljoen, Ronel Swanepoel,
Luanri Venter

Silver

Title: MK Kuier

Tertiary Institution: North-West University

Student: Amanda van der Walt

Silver

Title: MK Tjoen-It

Tertiary Institution: North-West University

Students: Berné van Zyl, Suzél van Heerden, Junika van Schalkwyk

STUDENTS - Truly South African Communication

Gold

Title: Campaign: Anyone's Game

Tertiary Institution: AAA School of Advertising, Johannesburg

Students: Lizandri van de Merwe, Yenani Madikwa

Silver

Title: President

Tertiary Institution: AAA School of Advertising, Johannesburg

Student: Mahlatse Moetlo

Prestige Award 2015

Agency: King James Group

Category: Live Events & Activations & Direct Communication

Title: Sanlam Musiekfees

Advertiser: Sanlam

Overall student winner 2015

Student: Casper Schutte

Category: Communication Design

Title: Ja Oom, Nee Oom

Tertiary Institution: Stellenbosch Academy of Design and Photography

Umpetha Award 2015

No award

[Click here to view the gallery of the Pendoring 2015 winners.](#)

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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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