

## Pendoring adoring Ogilvy's 'Silly Spender'

Issued by Ogilvy South Africa 14 Nov 2017

A Zulu television commercial about a woman wasting her money buying porcelain dogs was a big winner for MultiChoice DStv and Ogilvy Johannesburg at the 2017 Pendoring Awards announced on Friday night.

'Silly Spender' took three of the five accolades won by Ogilvy for the same client.



click to enlarge



click to enlarge



click to enlarge

The Pendorings reward the best work done each year in African vernacular languages and Afrikaans, and Ogilvy Johannesburg ECD Mariana O'Kelly acknowledges the importance of having clients like DStv who are keen to invest in multi-lingual campaigns: "They've given us a great South African canvas to paint on and the two creative directors involved in all of our Pendoring winners this year, Archie Malinga and Gert Laubscher, and their teams have real-ly delivered exceptional work across the board."

## 2017 Pendoring Awards - Ogilvy Johannesburg winners

SILLY SPENDER / MultiChoice DStv

Silver: Television/Cinema Commercials (production budget exceeding R1m)

Silver: Retail Communications

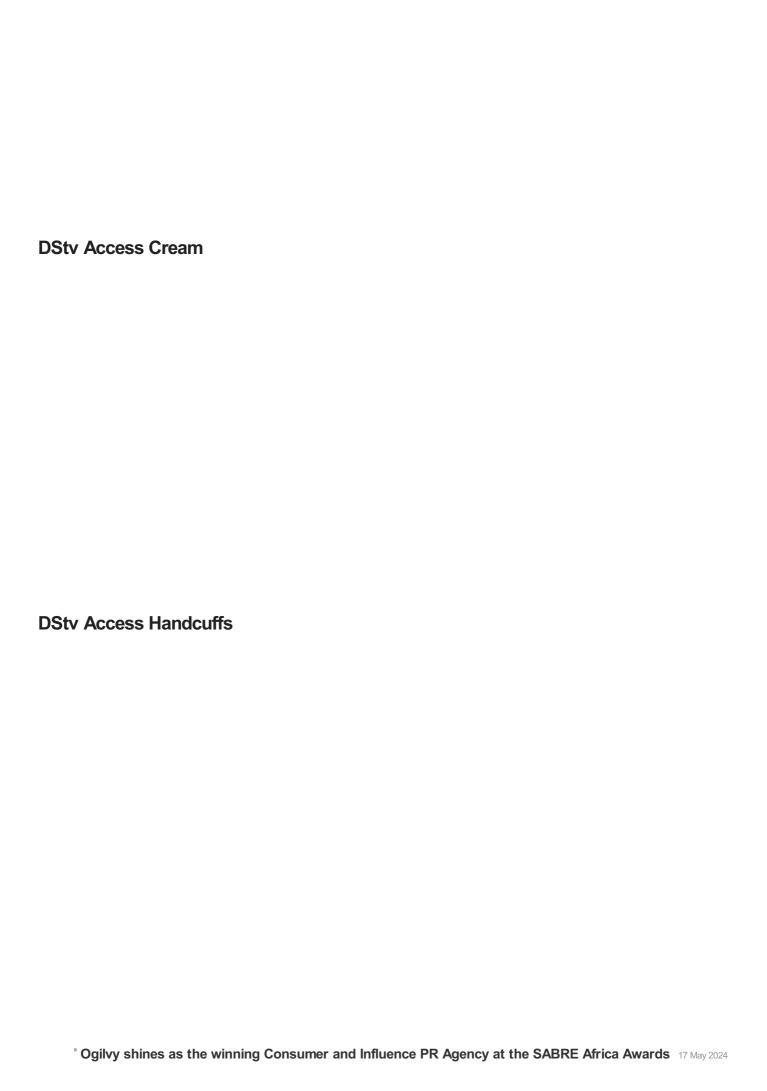
Craft Certificate: Television, Film & Video Crafts - Performance

AG SHEM / MultiChoiceDStv

Silver: Television, Film & Video Communication: Internet Video

VALENTINES/ MultiChoice DStv Silver: Radio Station Commercials

**DStv Access Candles** 



- "Ogilvy launches pioneering health influencer offering in South Africa 13 May 2024
- "Ogilvy strengthens its digital services offering and rebrands as Ogilvy One 24 Apr 2024
- "Ogilvy leads creative rankings at International Clio Awards 2024 16 Apr 2024
- "Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio 26 Mar 2024

## **Ogilvy South Africa**



Ogilvy Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

Profile | News | Contact | Twitter | Facebook | RSS Feed

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