

Congratulations, Dorings!

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It was a night filled with cultural celebration, thrilling entertainment and big wins at the UJ Arts Centre as the best creatives in Johannesburg gathered to celebrate creativity in our indigenous languages at the 24th Pendoring Indigenous Advertising Awards, which took place on 31 October 2019.



TBWA/Hunt Lascaris were the big winners of the night, walking away with the Prestigious Umpetha Award for their hilarious The Real Cost of Being Zulu radio campaign for City Lodge Hotels. North-West University flexed their creative muscle once again this year, emerging as the overall student winner for Mengelmoes.

Here is a full list of the rest of the Pendoring 2019 winners:

https://docs.google.com/spreadsheets/d/1tbfKkA_KDs_woqYPhq5RW-PiRJ4J3V6ZWYRyf1yQEQw/edit#gid=494765930.

The line-up for the evening included seasoned TV host and radio presenter, Hulisani Ravele, who mesmerised the audience with her multilingual capabilities and charm, together with the hilarious knitted-jersey lover, Schalk Bezuidenhout.

The event hosted at the UJ Arts Centre in Johannesburg was a truly South African blast of creative energy infused by diversity. Culinary delights were served up by Tannie Poppie van As and Mpho Dean from an open fire. Other highlights were performances by Bambanani Brass Band and Bombshelter Beast.



Purpose, glamour and nation-building!

Says organiser Eben Keun, "This year we saw dozens of standout entries, some taking a stand against big social issues. Xenophobia has increasingly been in the spotlight of late, and *The Prayer* by The Odd Number portrays the painful true experiences of African immigrants in the country for Brand South Africa. Viewers were moved by the intense emotions depicted in the advert – prompting them to see the humanity in others and to exercise compassion, tolerance and

acceptance. *Sizwe's Secret* by Joe Public follows the life of Sizwe, a family and butcher in the Eastern cape who is fighting to provide for his family. As his story unfolds, we are reminded to be more discerning with our money and how we invest it."

Big winners on the night

The Awards saw a total of 21 gold statues handed out. Apart from the two overall awards, ten of these are single-entry golds, three are campaign craft gold, four are campaign gold and the remaining four, craft gold.

The overall winners, TBWA/Hunt Lascaris took home two campaign craft golds and one campaign gold. The North-West University, who dominated the student category, won both a gold and a craft gold.

Pendoring also awarded 23 silvers and 31 craft certificates on the night.

The creative work on display at this year's awards bodes well for our creative industry. The standards were high and proved beyond a doubt that South Africa can create locally relevant work that is still globally competitive.

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Pendoring

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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