

## Over 300 entries for Pendoring

More than 50 agencies, advertising schools, freelance copywriters and small creative companies will battle it out in the 14th annual Pendoring advertising competition and project. More than 300 entries were received for this year's competition and the judging panel will soon decide who will be awarded for Afrikaans advertising.

Entries closed on 1 August 2008 and this year's finalists will be announced later this month. The winners will be crowned at a gala event on Friday, 19 September 2008, at Vodaworld in Midrand, Gauteng. The winner of each category will receive a cash prize of R6000, while the overall student winner will receive a study bursary to the value of R10 000. The Prestige Prize winner will walk away with an overseas study trip to the value of R25 000.

The Pendoring advertising competition and project also gives creatives and the public the opportunity to win loads of prizes in two competitions. In the first, Pendoring is challenging advertising agencies to go one step further and not only invent Afrikaans advertising, but also to think in Afrikaans. Agencies are challenged to make video recordings showing how they in the agency live Afrikaans to the full. Entries can be submitted online at [www.pendoring.co.za](http://www.pendoring.co.za). The agency that makes the funniest and most entertaining video will receive a cash prize of R10 000.

The public also once again have the opportunity to vote for their favourite Afrikaans advert at [www.pendoring.co.za/pages/view/award](http://www.pendoring.co.za/pages/view/award) or by SMS. The most popular ad will be awarded with the People's Choice Award and someone who voted for the most popular ad will receive a cash prize of R1000, two tickets to the Pendoring gala event, a weekend for six people at any ATKV resort countrywide and a subscription on any Media24 newspaper and magazine for a year.

## Judges

This year's judging panel is as follows:

- Leon Jacobs, creative director: Saatchi & Saatchi Hongkong.
- Thebe Ifalakeng, executive head: Brand Leadership.
- Peet Pienaar, creative director: The President.
- Klasie Wessels, chairman: Streetschool Management Services.
- Pepe Marais, executive creative director and senior partner: Joe Public.
- Gerard Myburgh, creative director: drafftcb.
- Coenie de Villiers, director: Brandwealth.
- Suzanne Jenner, graphic director: Ogilvy.
- André Beyers, MD: André Beyers Marketing.
- Annette Nel, copywriter: Baie-Lingual Blink Stefanus.
- Xolisa Radebe, copywriter: Y&R

Several specialist judges will also help judge specific categories. They are:

- Anton Visser, director: Velocity Films
- Fritz Klaaste, specialist presenter and producer: RSG
- Mandy Croukamp, executive head of marketing activation: Vodacom
- Zee Tshabangu, creative group head: Ogilvy
- Wessie van der Westhuizen, lecturer in graphic and digital design: North-West University's Potchefstroom Campus
- Gisele Wertheim-Aymes, media director: FNB.

Leon Jacobs, this year's foreign judge, will also present workshops for students. "Leon will share his experience on

Tuesday 12 August with students at the North-West University's Potchefstroom Campus and on Wednesday 13 August with students at the AAA School of Advertising in Johannesburg. People that are interested in attending the workshops can send email to or to ,” says Dawid Brand, Pendoring coordinator.

Tickets for the Pendoring gala event on Friday 19 September at Vodaworld in Midrand are also on sale. Tickets cost R600 each or R6000 for a table of 10 people. Entertainment will be by artists such as Kurt Darren, Karen Zoid, ddisselblom and CH2. Thereafter, dance the night away with Jacaranda 94.2. Guests will also receive a gift bag with gifts from sponsors. The deadline for bookings is Friday 5 September; to book, email .

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