

## Pendoring 2005 finalists

The finalists in this year's Pendoring Advertising Awards competition are dominated by two Cape Town-based agencies. FCB Cape Town leads the pack with 16 finalists while Daddy buy me a pony/9 November has 11 finalists. The Johannesburg-based agencies Net#workBBDO and Lobedu Leo Burnett have 7 and 4 finalists each respectively.

This year's international judge, Edward Bardoul, senior copywriter with the agency Euro RSCG BLRS in Amsterdam, was very surprised with the quality of Afrikaans advertising.

Because Afrikaans "is such a niche language with a limited target market," Bardoul did not expect such an established "tradition" of advertising. "Afrikaans advertising is very witty and makes use of smart ironic humour and self irony. Afrikaans advertising is also very verbal and there is a clever and funny play on words."

He was also very impressed with the standard of graphic design and believes Afrikaans advertising can compete with the best in the world.

Hanlie Kriel, copy writer with FCB Cape Town and also one of this year's judges, believes Radio, TV and Design stood out as very strong categories. "The work in these categories was fresh and very original. The competition was especially tough in the radio category."

The website entries in the New Media category were simply not up to standard, Kriel believes. "Cute copy is not enough. There must also be a concept which forms the basis of the whole site," she says. For this reason the judges decided not to nominate any finalists in both the New Media Advertising and Website categories.

Although the entries in the category for Student Campaigns were very good, Kriel felt that the entries in the other student categories were disappointing. "This is the one time in your career when there are no rules and restrictions and I don't think the students made full use of this freedom."

It was also decided not to nominate any finalists in both the Student Website and Single Entry categories, but only in the Student Campaign category.

Apart from the entries for Pendoring's usual categories, there was a lot of interest this year in the new Homegrown category for all South African indigenous languages. This category produced some interesting entries and Kriel believes that if this year's entries are anything to go by, then this new category for indigenous languages will grow from strength to strength.

The complete panel of judges, apart from Bardoul and Kriel, include Peet Pienaar (Creative Director: Daddy buy me a

Pony), Flip Hattingh (Art Director: Net#work BBDO), Eben Keun (Art Director: Breinstorm Brand Architects), Kagiso Musi (Head of Client Services: Publicist), Hanneke Schutte (Vega Brand Communications School), Madelet du Plessis (Freelance copy writer), Wilma de Bruin (Freelance media and advertising journalist) and Jabulile Koapa (Copy Writer: Joe Public Johannesburg).

The specialist judges were John Culverwell - Radio (Director: Sonovision), Roelof van Wyk - New Media (Director: Trigger) and Willem Kempen - Print Media (Assistant Editor: Production: Beeld).

The judging of this year's Pending entries took place from 22 to 24 July at the offices of the ATKV in Randburg.

The finalists in alphabetical order (according to the name of the advertisement):

## CAMPAIGNS BELOW THE LINE/DIRECT MARKETING/ PROMOTIONS

- Title: ***Die Revolusionêre skaap generasie***

Agency: Net#workBBDO

Creative Director: Mike Schalit

Copy Writer: Mariana O'Kelly, Annette Nel

Art Director: Mariana O'Kelly, Carl Addy

Advertiser: RSG

Product/service: KKNK 2005

Production: Beith Digital

- Title: ***Klipdrift KKNK***

Agency: FCB Cape Town

Creative Director: Francois de Villiers

Copy Writer: Hanlie Kriel, André de Wet

Art Director: Anthony de Klerk, Declan Sharp, Paul Carstens

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

- Title: ***Page3 Sindroom***

Agency: Daddy buy me a pony / 9 November

Creative Director: Peet Pienaar, Heidi Chisholm

Copy Writer: Peet Pienaar

Art Director: Peet Pienaar, Heidi Chisholm

Advertiser: Die Son

Product/service: Tabloid

Production: -

## NEWSPAPERS

- Title: ***Coke***

Agency: FCB Cape Town

Creative Director: Francois de Villiers

Copy Writer: Hanlie Kriel

Art Director: Anthony de Klerk

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

- Title: ***Moerig***

Agency: Net#workBBDO  
Creative Director: Mike Schalit, Julian Watt  
Copy Writer: James Cloete  
Art Director: Angie Batis  
Advertiser: Kenza Health  
Product/service: Femolene Ultra  
Production: -

• Title: ***Nuuskierig***

Agency: Joe Public Cape Town  
Creative Director: Liezl-Mari Long  
Copy Writer: Liezl-Mari Long, Francois Delport  
Art Director: Chris Lesser, Lucas van Vuuren  
Advertiser: Rapport  
Product/service: Newspaper  
Production: Joe Public Cape Town

## MAGAZINES

• Title: ***Mê***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Dylan Kidson, André de Wet, Hanlie Kriel  
Art Director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

• Title: ***Mêrrie***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Dylan Kidson, André de Wet, Hanlie Kriel  
Art Director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

• Title: ***Trekker***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Dylan Kidson, André de Wet, Hanlie Kriel  
Art Director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

## RADIO

• Title: ***Amanda***

Agency: Net#workBBDO  
Creative Director: Mike Schalit  
Copy Writer: Annette Nel

Art Director: -  
Advertiser: RSG  
Product/service: KKNK 2005  
Production: Sterling Sound

• Title: ***Rooibank/Althea/Stephanie***

Agency: Lobedu Leo Burnett  
Creative Director: Vanessa Pearson  
Copy Writer: Stefanus Nel  
Art Director: -  
Advertiser: Coca Cola Twist  
Product/service: Twist Lemon, Twist Granadilla  
Production: Freq'ncy

• Title: ***Urina***

Agency: Daddy buy me a pony / 9 November  
Creative Director: Peet Pienaar  
Copy Writer: Peet Pienaar  
Art Director: -  
Advertiser: KKNK  
Product/service: Arts Festival  
Production: B&S Studios

## TV/CINEMA

• Title: ***Izzit***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Sasha Sanders, Schalk van der Merwe  
Art Director: Schalk van der Merwe, Sasha Sanders  
Advertiser: polka.co.za  
Product/service: polka.co.za  
Production: Plank

• Title: ***My Sister***

Agency: Daddy buy me a pony / 9 November  
Creative Director: Peet Pienaar, Heidi Chisholm  
Copy Writer: Peet Pienaar  
Art Director: Peet Pienaar  
Advertiser: KKNK  
Product/service: Arts Festival  
Production: Bigworld Cinema

• Title: ***Vriendelike Frikkie***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Hanlie Kriel  
Art Director: Anthony de Klerk  
Advertiser: Distell  
Product/service: Klipdrift  
Production: Passing Trains

## STUDENT CAMPAIGNS

- Title: ***Geagte meneer Breytenbach***

Agency: Vega The Brand Communications School  
Creative Director: Roela Hattingh, Hanneke Schutte  
Copy Writer: Eckhard Cloete  
Art Director: Eckhard Cloete  
Advertiser: Litnet  
Product/service: Litnet  
Production: -

- Title: ***London is FKAK, né?***

Agency: Vega The Brand Communications School  
Creative Director: Roela Hattingh, Hanneke Schutte  
Copy Writer: Kylie Keevil, Natalie le Clézio  
Art Director: Warren Howson  
Advertiser: The Homecoming Revolution  
Product/service: The Homecoming Revolution  
Production: -

- Title: ***Wangedrag***

Agency: University of Pretoria  
Creative Director: Lourina Botha, Marcelle du Plessis  
Copy Writer: Lourina Botha, Marcelle du Plessis  
Art Director: Lourina Botha, Marcelle du Plessis  
Advertiser: Student project  
Product/service: Self promotion  
Production: Harold and Derek

## CAMPAIGNS ABOVE/THROUGH THE LINE

- Title: ***Kênste Kênstefees***

Agency: Daddy buy me a pony / 9 November  
Creative Director: Peet Pienaar, Heidi Chisholm  
Copy Writer: -  
Art Director: Peet Pienaar, Heidi Chisholm  
Advertiser: KKNK  
Product/service: Arts Festival  
Production: B&S Studios, Big World Cinema

- Title: ***Naamverandering***

Agency: Lobedu Leo Burnett  
Creative Director: Vanessa Pearson  
Copy Writer: Stefanus Nel  
Art Director: -  
Advertiser: Coca Cola Twist  
Product/service: Twist Lemon, Twist Granadilla  
Production: Freq'ncy

- Title: ***Page3 Sindroom***

Agency: Daddy buy me a pony / 9 November  
Creative Director: Peet Pienaar, Heidi Chisholm

Copy Writer: Peet Pienaar  
Art Director: Peet Pienaar, Heidi Chisholm  
Advertiser: Die Son  
Product/service: Tabloid  
Production: Dady buy me a pony / 9 November

## POSTERS

- Title: ***Klaar-hout***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: André de Wet  
Art Director: Anthony de Klerk  
Advertiser: Distell  
Product/service: Klipdrift  
Production: FCB Cape Town

- Title: ***Mê***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Dylan Kidson, André de Wet, Hanlie Kriel  
Art Director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

- Title: ***Pieter Drink Ys***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: André de Wet  
Art Director: Anthony de Klerk  
Advertiser: Distell  
Product/service: Klipdrift  
Production: FCB Cape Town

## DESIGN

- Title: ***Afrika Storie***

Agency: Daddy buy me a pony / 9 November  
Creative Director: Peet Pienaar, Heidi Chisholm  
Copy Writer:  
Art Director: Peet Pienaar  
Advertiser: Afro Magazine  
Product/service: Magazine  
Production: -

- Title: ***Bespaar Water***

Agency: FCB Cape Town  
Creative Director: Paul Carstens  
Copy Writer: André de Wet  
Art Director: Paul Carstens  
Advertiser: Distell

Product/service: Klipdrift  
Production: 2nd Glance Signage

• Title: ***Son elke dag bekendstelling uitnodiging***

Agency: Daddy buy me a Pony / 9 November  
Creative Director: Peet Pienaar, Heidi Chisholm  
Copy Writer: -  
Art Director: -  
Advertiser: Die Son  
Product/service: Tabloid  
Production: -

## BEST TRULY SOUTH-AFRICAN ADVERTISEMENT

• Title: ***Clever City***

Agency: Net#workBBDO  
Creative Director: Julian Watt  
Copy Writer: Gary du Toit  
Art Director: Mariana O'Kelly  
Advertiser: Cell C  
Product/service: MMS  
Production: Frieze Films

• Title: ***Rooibank / Althea / Buttercup / Pieter***

Agency: Lobedu Leo Burnett  
Creative Director: Vanessa Pearson  
Copy Writer: Stefanus Nel  
Art Director: -  
Advertiser: Coca Cola Twist  
Product/service: Twist lemon, Twist Granadilla  
Production: Freq'ncy

• Title: ***Salute- 1976***

Agency: Net#workBBDO  
Creative Director: Graeme Jenner, Mike Schalit  
Copy Writer: Xolisa Radebe  
Art Director: Nicholas van Renen  
Advertiser: SABC  
Product/service: Metro FM  
Production: Eject Media / Beith

## OUTDOOR

• Title: ***Onder die tafel***

Agency: Daddy buy me a pony / 9 November  
Creative Director: Peet Pienaar, Heidi Chisholm  
Copy Writer: -  
Art Director: Peet Pienaar  
Advertiser: KKNK  
Product/service: Arts festival  
Production: -

• Title: ***Riviersonderend***

Agency: FCB Cape Town

Creative Director: Francois de Villiers

Copy Writer: Hanlie Kriel

Art Director: Anthony de Klerk

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

• Title: ***Page3 Sindroom: Karavaan***

Agency: Daddy buy me a pony / 9 November

Creative Director: Peet Pienaar, Heid Chisholm

Copy Writer: Peet Pienaar

Art Director: Peet Pienaar, Heid Chisholm

Advertiser: Die Son

Product/service: Tabloid

Production:

## **BEST PAY-OFF LINE/EXPRESSION/CONCEPT**

• Title: ***Kênste Kênstefees***

Agency: Daddy buy me a pony / 9 November

Creative Director: Peet Pienaar

Copy Writer: Peet Pienaar

Art Director: -

Advertiser: KKNK

Product/service: Arts festival

Production: -

• Title: ***Pieter Drink Ys***

Agency: FCB Cape Town

Creative Director: Francois de Villiers

Copy Writer: André de Wet

Art Director: Anthony de Klerk

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

• Title: ***Pukke Wyn***

Agency: FCB Cape Town

Creative Director: Francois de Villiers

Copy Writer: Hanlie Kriel

Art Director: Anthony de Klerk

Advertiser: Distell

Product/service: Klipdrif

Production: FCB Cape Town

## **HOMEGROWN**

• Title: ***Afrika Storie***

Agency: Daddy buy me a pony / 9 November

Creative Director: Peet Pienaar, Heidi Chisholm



Copy Writer: -  
Art Director: Peet Pienaar  
Advertiser: Afri Magazine  
Product/service: Magazine  
Production: -

• Title: ***Ingubo***

Agency: Lobedu Leo Burnett  
Creative Director: Vanessa Pearson  
Copy Writer: Tina Sibiya, Stefanus Nel  
Art Director: Debbie Gyngell  
Advertiser: The Salvation Army  
Product/service: Winter Appeal  
Production: -

• Title: ***Vegemlitis***

Agency: Net#workBBDO  
Creative Director: Mike Schalit, Julian Watt  
Copy Writer: Neo Mashigo  
Art Director: -  
Advertiser: Chicken Licken  
Product/service: Brand  
Production: Sonovision

## **BEST ADVERTISEMENT CREATED ORIGINALLY IN AFRIKAANS**

• Title: ***Die Afrikaanse Taal***

Agency: Net#workBBDO  
Creative Director: Mike Schalit, Mariana O'Kelly, Julian Watt  
Copy Writer: Annette Nel  
Art Director: -  
Advertiser: RSG  
Product/service: Corporate  
Production: Sterling Sound

• Title: ***Izzit***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Sasha Sanders, Schalk van der Merwe  
Art Director: Schalk van der Merwe, Sasha Sanders  
Advertiser: polka.co.za  
Product/service: polka.co.za  
Production: Plank

• Title: ***Vriendelike Frikkie***

Agency: FCB Cape Town  
Creative Director: Francois de Villiers  
Copy Writer: Hanlie Kriel  
Art Director: Anthony de Klerk  
Advertiser: Distell  
Product/service: Klipdrift  
Production: Passing Trains

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