

Pendoring Advertising Awards indispensable

Die Burger is a Gold sponsor of the Pendoring Awards, as it feels that to lose Afrikaans as an advertising language would be a calamity and, if the language were to disappear from the radar screens of advertising agencies, it would be a loss to the speakers of the language.



"Advertising awards is not merely a worthy cause to support - advertising is essential to the existence of any paper," says Bun Booyens, editor. He reckons people buy a paper firstly for the content such as news, sport and entertainment, but also for the advertising. To him it seems important that a paper carries interesting advertisements.

"The better the advertising, the more the reader enjoys the read and more useful ads contribute to the relevance of the paper."

He regards creative Afrikaans, even in advertising, as crucial for the newspaper. The language has always been its passion and he sees a poor advertisement as bordering on an insult to the reader. "A weak translation sticks out like a sore thumb to an Afrikaans reader and they often find it irritating." On the other hand, they have great appreciation for an advertiser who goes the extra mile by placing a creative ad. Creative advertising often becomes a topic of conversation, another reason why Die Burger will stand by Pendoring.

Booyens regards the rap language or so-called funky Afrikaans that sometimes marks Afrikaans advertising copy as an enrichment of and complementary to the standard version of the language. "Afrikaans belongs to everyone who speaks the language. It is a creole language and each new influence enriches the language."

"A very important chapter"

"A very important chapter in the history of papers is lying ahead." He is convinced that everybody realises that people will pay for quality, especially if information is not available elsewhere and in Afrikaans to boot.

He is hoping that ad agencies will fully grasp the potential of the new ways and the new media, take cognisance of and exploit the possibilities. "These days Twitter and Facebook are indispensable news resources. People see comment on news events as almost as important as the event itself."

That is why he hopes the advertising industry with the media will investigate the unexplored possibilities and render the reader a well-rounded service. Any medium's income is after all its lifeline, he concludes.

Franette Klerck, GM of Pendoring, reiterates the importance with which she regards advertising. "At Pendoring, creativity took centre stage from the very beginning and Die Burger is right when it claims great ads give consumers enormous pleasure, which is in turn to the mutual benefit of the advertiser."

Entries to the Awards open on May 6 and close on 15 June 15 2013 and the award ceremony will take place on Friday, 20 September 2013, at the CTICC.

For more	Creative Week	Pendoring	Loeries
Bizcommunity Special Section	Creative Week Cape Town		
Bizcommunity Press Office		Pendoring	
Bizcommunity Search	"Creative Week Cape Town"	Pendoring	Loerie
Bizcommunity	Twitterfall		
Official Websites	www.creativeweekct.co.za	www.pendoring.co.za	www.theloerieawards.co.za
Facebook	Creative Cape Town	Pendoring	Loeries
Twitter	@CreativeCT	@Pendoring_	@Loeries
Twitter Search	"Creative Week Cape Town" OR CreativeCT OR "Creative Week CT"	Pendoring OR Pendoring_	Loerie OR "Loerie Awards" OR Loeries
YouTube Channels	Creative Cape Town		Loeries
YouTube Search	"Creative Week Cape Town" OR "Creative Cape Town" OR "Creative Week CT"	Pendoring	Loerie OR "Loerie Awards"
Pinterest Search	Creative Week Cape Town	Pendoring	Loerie Awards
Google+			Loeries
Google+ Search	"Creative Week Cape Town"	Pendoring	Loerie OR Loerie Awards
Google News Search	"Creative Week Cape Town"	Pendoring	Loerie OR "Loerie Awards"
Newsletters	Subscribe via Feedburner		Subscribe via email

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