

# Pendoring finalists very creative, says international judge

The list of finalists in this year's Pendoring competition for excellence in Afrikaans advertising is overshadowed by FCB Cape Town and Johannesburg, which have 19 finalists, while Net#work BBDO has three finalists and The Jupiter Drawing Room has two. The Johannesburg agencies Hunt Lascaris have four, and Ogilvy, Joe Public and Lobedu Leo Burnett three, two and two finalists respectively.

A record amount of agencies entered this year's competition. Forty two agencies, advertising schools, freelance copy writers and smaller creative companies reacted with more than 300 entries in the 17 categories.

This year's international judge, Henk Nieuwenhuis, copy director of Ogilvy in Amsterdam, is satisfied with what he saw.

"I find the language sympathetic and inspiring, very creative - even more creative than Dutch, especially in the way the language is used. Afrikaans has a tradition of creating new words for new concepts, while Dutch has become a bit 'lazy'. Afrikaans offers a quite charming way to integrate new elements in a truly authentic culture," he says.

"I find it sad that more trade marks don't advertise in Afrikaans," he continues. "It is general knowledge that communication in the mother tongue speaks to the buyer's emotions, dreams, heart. And then advertising is more effective."

Nieuwenhuis is exceptionally impressed the standard of the Tuisgebak/Homegrown and Truly South Africa categories, as well as with that of the categories posters, radio and news papers. He is perplexed at the fact that new media such as web sites still has not reached its full potential. There is yet again no finalist in this category.

Pepe Marais, creative director of Joe Public in Johannesburg and also one of this year judges, says frankly, "The good work was very good. And the bad, very bad. But as always the best work won, and with good reason.

"It is a pity that we received so little entries in the news paper and magazines categories, as the best work was seen in these categories. Thinking of how strong Afrikaans print media is, one should imagine that this is the exact place where one should advertise in Afrikaans."

Another judge, Thebe Ikalefeng, managing director of Brand Leadership, thinks the entries are good, but that he has seen similar work a couple of years ago.

"I think that in some categories the standard is still the same - we have not grown as much as I had hoped. However, having said that, we also saw fantastic, truly South African work. It shows once again that one cannot sacrifice one's identity, even if you deliver exceptional, international work."

As in last year, the student entries evoked mixed reaction. The finalists in the category student campaigns as well as new media: web sites, were extremely good, while the remainder of the entries in the student categories were disappointing.

"The professional entries of web sites can do themselves a favour and look at the student entries," is the opinion of Schalk van der Merwe, art director and copywriter at FCB Cape Town.

The full panel of judges consisted of Pepe Marais, creative director at Joe Public; Roela Hattingh of the Vega School of Advertising; Leon Jacobs of Saatchi & Saatchi; Thebe Ikalafeng of Brand Leadership; Anne Grobler, marketing director of OUTsurance; Linette Retief, copywriter; Heindrich Wyngaard, *Rapport* journalist; Konstant van Huyssteen of Ogilvy Johannesburg; Riana Scheepers, award winning author and language fundi, and Schalk van der Merwe of FCB in Cape Town.

The judging took place between 21 and 23 July 2006 at the ATKV building in Randburg, Gauteng.

The finalists (in alphabetical order of the title), are

## **CAMPAIGNS BELOW THE LINE/PROMOTIONS**

Title: Klipdrift KKNK (rooi plakkie, wolf, boereworsgordyn, wonder bar...ens)

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: André de Wet

Art director: Anthony de Klerk, Declan Sharp, Paul Carstens, Louise Pretorius

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

Title: 'n Kas is vir klerie/'n kas is vir skoene/vakuum-verpakte kultuur

Agency: Joe Public

Creative director: Liezl-Mari Long, Pepe Marais

Copy writer: Francois Delport, Mpho Mahura

Art director: Brendan Hoffmann, Chris Lesser

Advertiser: e-Bucks

Product/service: E-Bucks space travel promotion

Production: Joe Public in-house production

Title: My pen is in my hand

Agency: Ogilvy South Africa (Cape Town)

Creative director: Gordon Ray

Copy writer: Gordon Ray

Art director: Carl Willoughby

Advertiser: Trudie Oosthuizen

Product/service: Korporatiewe Identiteit

Production: Ogilvy Repro

## **NEWS PAPERS**

Title: Deere John

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: André de Wet

Art director: Declan Sharp

Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

Title: Langjan  
Agency: Joe Public  
Creative director: Pepe Marais  
Copy writer: Francois Delport  
Art director: Chris Lesser  
Advertiser: Clover  
Product/service: Milk  
Production: -

Title: Riot  
Agency: The Jupiter Drawing Room South Africa  
Creative director: Livio Tronchin  
Copy writer: Peri van Paapendorp/Jakkie Brink  
Art director: Kim McDonald  
Advertiser: Associated Motor Holdings  
Product/service: Hyundai  
Production: -

## **MAGAZINES**

Title: Deere John  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: André de Wet  
Art director: Declan Sharp  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

Title: Gatbom  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: Dylan Kidson/André de Wet  
Art director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

Title: Weet jy hy weet jy weet?  
Agency: Ogilvy Johannesburg  
Creative director: James Daniels  
Copy writer: Konstant van Huyssteen/Annette Nel  
Art director: Mike Groenewald  
Advertiser: kykNET  
Product/service: Tweestryd  
Production: -

## **RADIO**

Title: Johannes  
Agency: FCB Johannesburg  
Creative director: Adam Wittert, Brett Morris  
Copy writer: Lauren Schewitz, Vidette Kay  
Art director: -  
Advertiser: Sonovision  
Product/service: Voicebank  
Production: Sonovision

Title: Voorbarig  
Agency: FCB Johannesburg  
Creative director: Adam Wittert  
Copy writer: Lauren Shewitz  
Art director: Vidette Kay  
Advertiser: SABC  
Product/service: Air sales  
Production: Sonovision

Title: Waar was jy?  
Agency: TBWA Hunt Lascaris  
Creative director: Paul Werner/Damon Stapleton  
Copy writer: Stefanus Nel, Debbie Gynell  
Art director: -  
Advertiser: Nissan  
Product/service: Hardbody  
Production: Sonovision

## **TV/CINEMA**

Title: Juanita  
Agency: The Jupiter Drawing Room South Africa  
Creative director: Livio Tronchin  
Copy writer: Jakkie Brink  
Art director: Jamie Mentz  
Advertiser: Musica  
Product/service: Juanita du Plessis CD  
Production: -

Title: Tannie  
Agency: TBWA Hunt Lascaris  
Creative director: Paul Warner  
Copy writer: Michelle Elisio  
Art director: Zac Modirapula/Darren Borrino  
Advertiser: IEC  
Product/service: Municipal Elections  
Production: Plank Films

## **STUDENT CAMPAIGNS**

Title: Blou Kersfees  
Agency: Vega The Brand Communications School  
Creative director: Roela Hattingh, Hanneke Schutte

Copy writer: Nicolet Pienaar, Darren Meltz  
Art director: Oliver Whyte  
Advertiser: HTH  
Product/service: HTH  
Production: -

Title: Kleur van die Kaap  
Agency: Vega The Brand Communications School  
Creative director: Klasi Coetzee  
Copy writer: Lara Moses  
Art director: Marwaan Sasman  
Advertiser: Kaapse Klopse  
Product/service: Kulturele Vermaak  
Production: -

Title: Oppikoppi 12 Swart Skabies  
Agency: University of Pretoria  
Creative director: Kelda van Heerden  
Copy writer: Kelda van Heerden  
Art director: Kelda van Heerden  
Advertiser: Oppikoppi Productions  
Product/service: Oppikoppi 12 festival  
Production: -

## **STUDENTS NEW MEDIA**

Title: Pimp my wa  
Agency: Vega The Brand Communications School  
Creative director: Bernard de Clerk/Andre van der Sandt  
Copy writer: Bernard de Clerk/Andre van der Sandt  
Art director: Bernard de Clerk/Andre van der Sandt  
Advertiser: Voortrekker Monument  
Product/service: Voortrekker Monument  
Genomineerdes: Bernard de Clerk/Andre van der Sandt/Wessie vd Westhuizen  
Production: -

Title: Muletsurprise.com  
Agency: North West University  
Creative director: Ian Marley  
Copy writer: Irene Smit  
Art director: Willem Venter/Susan van Jaarsveld  
Advertiser: -  
Product/service: -  
Production: -

Title: Skoffel, Sskaapbraai & Skuinslê  
Agency: North West University  
Creative director: Ian Marley  
Copy writer: Christo Kruger  
Art director: Renier Marley/Catherine van Jaarsveld  
Advertiser: -  
Product/service: -

Production: -

## **STUDENTS SINGLE**

Title: Daar is regtig so iets

Agency: Vega The Brand Communications School

Creative director: Roela Hattingh/Dorette Hoffmann

Copy writer: Dorette Hoffmann

Art director: Dorette Hoffmann

Advertiser: -

Product/service: -

Production: -

Title: Horende Doof

Agency: AAA School of Advertising

Creative director: -

Copy writer: Suria Erasmus

Art director: Suria Erasmus

Advertiser: -

Product/service: -

Production: -

Title: Rou

Agency: Vega The Brand Communications School

Creative director: Niik Botchway/Janet Berger

Copy writer: Petronella Pienaar

Art director: Petronella Pienaar

Advertiser: -

Product/service: -

Production: -

## **CAMPAIGNS ABOVE-/THROUGH THE LINE**

Title: Anatomie

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: Schalk van der Merwe, Hanlie Kriel

Art director: Schalk van der Merwe

Advertiser: MNET

Product/service: Binnelanders

Production: FCB Cape Town

Title: Lost in translation/Snoek

Agency: Lobedu Leo Burnett

Creative director: Vanessa Pearson

Copy writer: Stefanus Nel

Art director: Alan Lewus/ Sanche Frolich

Advertiser: Pendoring

Product/service: Pendoring 2005

Production: Freshwater Films

Title: Raak Weg

Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: André de Wet  
Art director: Declan Sharp  
Advertiser: Media24  
Product/service: Weg  
Production: FCB Cape Town

## PLAKKATE

Title: Kak idee  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: Marius van Rensburg  
Art director: Anthony de Klerk, Brenton Bubb  
Advertiser: SANCA  
Product/service: SANCA  
Production: FCB Cape Town

Title: Tik-Tik Bom  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: Marius van Rensburg  
Art director: Anthony de Klerk, Brenton Bubb  
Advertiser: SANCA  
Product/service: SANCA  
Production: FCB Cape Town

Title: Zuma slang  
Agency: Daddy buy me a pony/9 November  
Creative director: Peet Pienaar, Donald Swanepoel  
Copy writer: Donald Swanepoel  
Art director: Peet Pienaar  
Advertiser: Media24  
Product/service: Die Son at KKNK  
Production: Cow-Africa PR

## DESIGN

Title: Ear tag  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: Dylan Kidson  
Art director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

Title: Lost in translation/Tattoo  
Agency: Lobedu Leo Burnett  
Creative director: Vanessa Pearson  
Copy writer: Stefanus Nel

Art director: Sanche Frolich  
Advertiser: Pendoring  
Product/service: Corporate Identity  
Production: -

Title: Roomdrop  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: André de Wet  
Art director: Anthony de Klerk, Declan Sharp, Paul Carstens, Lousie Pretorius  
Advertiser: Distell  
Product/service: Klipdrift  
Production: FCB Cape Town

## **TRULY SOUTH AFRICAN**

Title: Waar was jy?  
Agency: TBWA Hunt Lascaris  
Creative director: Paul Werner/Damon Stapleton  
Copy writer: Stefanus Nel, Debbie Gynell  
Art director: -  
Advertiser: Nissan  
Product/service: Hardbody  
Production: Sonovision

Title: Shopping  
Agency: Net#workBBDO  
Creative director: Julian Watt  
Copy writer: Gary du Toit/Mariana O' Kelly  
Art director: Gary du Toit/Mariana O' Kelly  
Advertiser: Nedbank  
Product/service: The Children's Affinity Account  
Production: Frieze Films

Title: Special Assignment  
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

## **OUTDOOR**

Title: Gemeenskapsteater  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: André de Wet  
Art director: Anthony de Klerk, Declan Sharp  
Advertiser: Distell  
Product/service: Klipdrift



Production: FCB Cape Town

Title: Pot vol Kwak

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: Schalk van der Merwe, Hanlie Kriel

Art director: Schalk van der Merwe,

Advertiser: MNET

Product/service: Buitelanders

Production: FCB Cape Town

## **PAYOFF LINE**

Title: Gemeenskapsteater

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: André de Wet

Art director: Anthony de Klerk, Declan Sharp

Advertiser: Distell

Product/service: Klipdrift

Production: FCB Cape Town

Title: Kamp Eerder

Agency: FCB Cape Town

Creative director: Francois de Villiers

Copy writer: André de Wet

Art director: Declan Sharp

Advertiser: Media24

Product/service: Weg

Production: FCB Cape Town

Title: Weet jy hy weet jy weet?

Agency: Ogilvy Johannesburg

Creative director: James Daniels

Copy writer: Konstant van Huyssteen/Annette Nel

Art director: Mike Groenewald

Advertiser: kykNET

Product/service: Tweestryd

Production: -

## **HOMEGROWN/TUISGEBAK**

Title: Big Daddy

Agency: Net#workBBDO

Creative director: Mike Schalit, Graeme Jenner

Copy writer: Reggie Makheto/Tefo

Art director:

Advertiser: Metro FM

Product/service: Aids Awareness

Production: Peter Gird Productions

Title: Frisbee

Agency: Net#workBBDO  
Creative director: Julian Watt  
Copy writer: Reggie Makheto/Tefo  
Art director: Julian Santana  
Advertiser: Cell C  
Product/service: Cell C  
Production: Frieze Films

Title: Soweto All Stars  
Agency: TBWA Hunt Lascaris  
Creative director: Theo Ferreira  
Copy writer: Festus Masekwameng/Felix Kessel  
Art director: Bruce Anderson  
Advertiser: Sasol  
Product/service: Football Sponsorship  
Production: Bomb

## **BEST ADVERTISEMENT ORIGINALLY IN AFRIKAANS**

Title: Eugene  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: Marius van Rensburg  
Art director: Anthony de Klerk  
Advertiser: Ellimans  
Product/service: Horse Embrocation  
Production: FCB Cape Town  
Title: Gatbom  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: Dylan Kidson/André de Wet  
Art director: Brenton Bubb  
Advertiser: Media24  
Product/service: Landbouweekblad  
Production: FCB Cape Town

Title: Gemeenskapsteater  
Agency: FCB Cape Town  
Creative director: Francois de Villiers  
Copy writer: André de Wet  
Art director: Anthony de Klerk, Declan Sharp  
Advertiser: Distell  
Product/service: Klipdrift  
Production: FCB Cape Town

During the gala ceremony on 1 September at VodaWorld in Midrand, a prestige prize and a prize for the best performing artist will also be announced.

Pendoring is sponsored once again this year by its founder members - ATKV, Caxton, *De Kat*, Kopieskrywersforum, kykNET, Media24 (papers and magazines), RSG and *Rapport*. The main sponsors are Absa, Oracle, SABC and Vodacom, with additional sponsorship by Ads24, Kulula.com, Klipdrift, Ontbytsake, Newsclip, Sanlam and Swartland Wineries.

Watch [www.pendoring.co.za](http://www.pendoring.co.za) for additional Pendoring news.

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