

# Pendoring shines with four Loerie finalists

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Pendoring has done it again! Rather than being the exception, it has become the rule for the Pendoring Advertising Awards - which recognise and promote excellence in Afrikaans advertising - to shine with finalist status (and later a bird or two) at its predominantly English counterpart, the Loeries - which rewards creativity in all marketing communication disciplines.



This year, Joe Public, as Pendoring's 2009 advertising agency, garnered four Loerie finalists: in the category through-the-line communication for the 2009 "Don't neglect the Taal" Pendoring campaign, in the design category for the direct mailer "Don't Neglect" advent calendar, as well as two design crafts (writing and typography) finalists for the same advent calendar.

In addition, Ads24, a gold Pendoring sponsor and national sales team of Media24: Newspapers, earned finalist status for the 2008 Pendoring word game, Taalmeletjie, at the 2008 Pendoring awards evening.

Other advertising awards, including Loeries, are nothing new to Pendoring. In fact, they come a long, long way...

In 1995, shortly after the founding of Pendoring, it won its first Ad of the Month award when the Pendoring campaign, designed by TBWA\Hunt\Lascaris, triumphed in the print category of the Creative Directors' Ad of the Month competition.

In 2001 the same agency won a gold Loerie in the campaign category for the graphic design of the Pendoring campaign, titled "Wys wat steek in jou". At the same event, Pendoring's audio-visual presentation for its awards evening, "Nag van die Skerpes", won a silver Loerie.

Two years later, TBWA\Hunt\Lascaris once again walked away with gold at the Loeries, this time for the graphic design of the Pendoring-campaign, "Wat die hart van vol is, loop die mond van oor."

In 2000, the controversial thorn-through-the-tongue-and-breast campaign, designed and created by FCB Johannesburg, garnered gold and silver Loeries for its stylish and impactful design and art work.



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The 2005 Pendoring campaign titled Argus, T-shirt and Skip created by Lobedu Leo Burnett, yielded the most Loerie awards to date: eight bronze Loeries (four for print advertising and four for design) and three silvers in the categories direct marketing and integrated campaign.

The same campaign also took laurels in the magazine category of the Creative Circle's Ad of the Year competition, while it garnered two silvers at the Eagle Awards for Print Advertising in the categories best magazine and best newspaper advertisement.

Comments Pieter Bruwer, chairman of the 2009 Pendoring working committee: "This year's Pendoring campaign was almost a case of 'those who do not dare, will not win'.

"The creative concept deviated completely from previous years, which stressed the strong buying power of the Afrikaans consumer. Instead the strategy behind the 2009 campaign was to shock advertising agencies, or at least to take note of Pendoring and Afrikaans, hence the decision to use old Afrikaans icons, but clearly dilapidated and neglected - as this is precisely what happens to a culture and language if they're not nurtured.

"The only thing executive creative director Pepe Marais asked was: 'Trust me'. Indeed, Marais and his team did not shake

our confidence; instead, his gamble paid off handsomely with four Loerie finalists to boot.

“...It still makes me uncomfortable to see the well-known Afrikaans TV news reader Riaan Cruywagen in the role of a waiter and poor old Haas Das completely down-and-out, but I was certainly not the only one who was shaken by the campaign's message - which clearly hit home.”

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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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