

# Pendoring Advertising Awards announces 77 finalists

No less than 77 finalists will eagerly attend this year's 19th Pendoring gala event, which will be held at Vodacom World in Midrand on 24 October and tickets are now available.

The finalists were chosen from 330 entries. Two panels of judges met from 21 to 23 August to separate the wheat from the chaff. The panel responsible for judging the Afrikaans categories consisted of 11 senior creatives in the industry, while the truly South African categories had 10 senior creatives around the table, with two local chairs respectively.



Says Franette Klerck, General Manager of the Pendoring Advertising Awards: "Judging is always a tough task, as each entry must be thoroughly scrutinised to select only the very best ones. The judges once again acquitted themselves well of their task, and all the finalists can be very proud indeed that they have reached the final lap."

Twenty professional agencies produced finalists for this year's awards. Joe Public takes the lead with 10 finalists, while FCB Johannesburg and Ninety9Cents Communications each bagged seven finalists. These big hauls are followed by The Jupiter Drawing Room, Johannesburg with four finalists.

In the student categories there are 18 finalists, with the North-West University standing proud with five. The NWU is followed by the University of Johannesburg and the Red and Yellow School of Logic and Magic with four finalists each. Vega School of Brand Leadership in Cape Town and Pretoria, as well as AAA School of Advertising in Johannesburg and Cape Town each has finalists.

The winner of the overall Prestige Award wins a R50,000 overseas study tour, while the client bags R2m worth of free media. The winner of the Umpetha Award for the best truly South African entry receives a cash prize of R20,000, while the overall student winner receives R10,000. Each gold Pendoring winner receives R6,000 and each winner of a silver Pendoring gets R2,500 in cash.

Join the Pendoring Facebook group or follow [@Pendoring](#) on Twitter and use the hashtag #Pendoring2014. For more information on where to buy tickets for the gala event visit [www.pendoring.co.za](http://www.pendoring.co.za).

[View the complete list of finalists \(doc.\)](#)

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