

# Pendoring Awards winners announced

The Pendoring Awards winners were announced last night with Joe Public winning the prestigious Umpetha Award.



Source: Pendoring Awards [Pendoring Awards](#) Genocide | Ukubulawa kwabantu that won a Gold

The Awards took place at UJ Arts Centre, in Johannesburg. This year saw a record number of entries.

## The winners

| Prestigious Umpetha                                                                                                |                                      |                               |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------|
| Created by                                                                                                         | Client / Brand                       | Title                         |
| Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudioJoe / Johannesburg + InJozi / Johannesburg | Chicken Licken                       | Gwijo Formations              |
| Overall Student Winner                                                                                             |                                      |                               |
| Red and Yellow Creative School of Business / Cape Town + Duncan Schröder / Cape Town                               | Babylonstoren                        | Melkert                       |
| Gold Pendoring                                                                                                     |                                      |                               |
| Joe Public United / Johannesburg                                                                                   | Nedbank Affinity                     | Gogo Bear                     |
| Red and Yellow Creative School of Business / Cape Town + Philipa Scholtz / Cape Town                               | Blompot                              | Blompot                       |
| Karliene De Villiers / Stellenbosch + Thabo Ngwenya / Stellenbosch + Stellenbosch University / Stellenbosch        | United Nations (Genocide Prevention) | Genocide   Ukubulawa kwabantu |
| Katlego Keogale / Johannesburg + Pan Macmillan / Johannesburg                                                      | Pan Macmillan                        | Iculo likaZandi               |
| Campaign Gold                                                                                                      |                                      |                               |
| Joe Public United / Johannesburg + StudioJoe / Johannesburg                                                        | Chicken Licken                       | Life Choices - Junior         |
| Joe Public United / Johannesburg + StudioJoe / Johannesburg                                                        | Chicken Licken                       | Life Choices - Leap Year      |
| Joe Public United / Johannesburg + StudioJoe / Johannesburg                                                        | Chicken Licken                       | Life Choices - Baldie         |
| Joe Public United / Johannesburg                                                                                   | Nedbank Affinity                     | Gogo Bear - isiXhosa          |
| Joe Public United / Johannesburg                                                                                   | Nedbank Affinity                     | Gogo Bear - Setswana          |
| Joe Public United / Johannesburg                                                                                   | Nedbank Affinity                     | Gogo Bear - isiZulu           |
| TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg                                  | Nissan South Africa                  | Lala & Lolo's sleepover       |
| TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg                                  | Nissan South Africa                  | Nono's Surprise               |
| TBWA \ Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg                                  | Nissan South Africa                  | Bheki's Bae                   |
| Freckle Creative / Johannesburg + Janeske Rademan + Jorrie van de Waldt + Sean Habib                               | LekkeSlaap                           | Ons LekkeSlaap Baie           |
| Freckle Creative / Johannesburg + Jorrie van de Waldt + Sean Habib                                                 | LekkeSlaap                           | Mboi Aande, Mboi Plekke       |
| Freckle Creative / Johannesburg + Jorrie van de Waldt + Sean Habib                                                 | LekkeSlaap                           | LekkeSlaap...vir Almal!       |

| Silver Pending                                                                                                                     |                                           |                                           |
|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|
| Sana Machabi / Johannesburg + Christa van Zyl / Johannesburg + Deirdre Pretorius / Johannesburg                                    | Kurisani                                  | KURISANI - A Tsonga folklore tale trailer |
| Philasande Masoga / Johannesburg + Christa van Zyl / Johannesburg + Zanele Mkoena / Johannesburg + Refilwe Baphutha / Johannesburg | King Korn                                 | #UnitedThroughCulture                     |
| Philasande Masoga / Johannesburg + Osmond Tshuma / Johannesburg + Christa van Zyl / Johannesburg                                   | Vulamehlo Kusile Organisation [VUKO]      | VUKO branding                             |
| Joe Public United / Johannesburg                                                                                                   | Nedbank Affinity                          | Gogo Bear                                 |
| Joe Public United / Johannesburg + Audio Militia / Johannesburg + InJozi / Johannesburg + StudiJoe / Johannesburg                  | Chicken Licken                            | Gwijo Formations                          |
| Red and Yellow Creative School of Business / Cape Town + Nelleke van Niekerk / Cape Town + Jordyn Martini / Cape Town              | Vespa                                     | Ry, Dammit!                               |
| IIE-Vega                                                                                                                           | Period                                    | Period                                    |
| McCann Joburg / Johannesburg                                                                                                       | Steers                                    | New Packaging                             |
| Tshepo Masilo / Johannesburg + Takealot.com / Cape Town + KeyCommunications / Johannesburg                                         | Takealot.com                              | Takealot Just Tap Wifi Wall Tembisa       |
| IIE-Vega / Durban + Jody Simpson / Durban + Dali De Swardt / Durban                                                                | Dark and Lovely                           | Own who you are                           |
| Berenice Albertse / Cape Town + Wiehan De Jager / Cape Town                                                                        | Katjie Piering Asian Eetplek              | M So Lekker! Katjie Piering Asian Eetplek |
| Angelina Faria / Cape Town + Wiehan De Jager / Cape Town                                                                           | Branders en Broodjies                     | Branders en Broodjies                     |
| New Africa Books / Cape Town + Subi Bosa / Cape Town + Nicola Rijdsdijk / Cape Town + Sewela Langeni / Cape Town                   | New Africa Books (PTY) LTD                | Making Friends with Feelings              |
| New Africa Books / Cape Town + Lawrence Schimel / Cape Town + Dusanka Stojakovic / Cape Town + Nicola Rijdsdijk / Cape Town        | New Africa Books (PTY) LTD                | Early One Morning & Bedtime, Not Playtime |
| Karliene De Villiers / Stellenbosch + Malakhiwe Mahlulo / Stellenbosch + Meke Hall / Stellenbosch                                  | Modal: Cultural Soundscapes - Xhosa Music | Umculo wamaXhosa Cultural Soundscapes     |
| TBWA\ Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Post Modern / Johannesburg + Audio Militia / Johannesburg      | MTN South Africa                          | Gwijo                                     |
| TBWA\ Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Post Modern / Johannesburg + Audio Militia / Johannesburg      | MTN South Africa                          | The Silent Choir                          |
| Jessica Powell / Potchefstroom + Tian Zietman / Potchefstroom + Jo-Ann Chan / Potchefstroom                                        | Creative                                  | Kleitjie bou 'n huisie                    |
| LAPAPublishers (a division of Penguin Random House South Africa (Pty) Ltd) + Full Circle + Zinelda McDonald                        | LAPAPublishers                            | Pampoenpit kry'n beat                     |
| Zinelda McDonald / Johannesburg + Pan Macmillan / Johannesburg                                                                     | Pan Macmillan                             | Masidlaleni                               |
| Subi Bosa / Johannesburg + Pan Macmillan / Johannesburg                                                                            | Pan Macmillan                             | Nna yo o kgethegileng                     |
| Campaign Silver                                                                                                                    |                                           |                                           |
| Joe Public United / Johannesburg                                                                                                   | POWA                                      | Rape Portraits 1                          |
| Joe Public United / Johannesburg                                                                                                   | POWA                                      | Rape Portraits 2                          |
| Joe Public United / Johannesburg                                                                                                   | POWA                                      | Rape Portraits 3                          |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                         | Chicken Licken                            | Childish Parents - Mwappe                 |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                         | Chicken Licken                            | Childish Parents - Durag                  |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                         | Chicken Licken                            | Childish Parents - Mitchells Plain        |
| IIE-Vega                                                                                                                           | Okja oat milk                             | WWE geveg                                 |
| IIE-Vega                                                                                                                           | Okja oat milk                             | Hospitaal grid                            |
| IIE-Vega                                                                                                                           | Okja oat milk                             | Magical car guards                        |
| The Man Who Isn't There                                                                                                            | The Man Who Isn't There                   | Modumo II - "Heirloom White"              |
| The Man Who Isn't There                                                                                                            | The Man Who Isn't There                   | Modumo II - "Granite"                     |
| Craft Gold                                                                                                                         |                                           |                                           |
| Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudiJoe / Johannesburg + InJozi / Johannesburg                  | Chicken Licken                            | Gwijo Formation                           |
| Red and Yellow Creative School of Business / Cape Town + Philipa Scholtz / Cape Town                                               | Blompot                                   | Blompot                                   |
| Red and Yellow Creative School of Business / Cape Town + Duncan Schröder / Cape Town                                               | Babylonstoren                             | Melkert                                   |
| Berenice Albertse / Cape Town + Wiehan De Jager / Cape Town                                                                        | Katjie Piering Asian Eetplek              | M So Lekker! Katjie Piering Asian Eetplek |
| Greenside Design Center College of Design / Johannesburg                                                                           | Type Drives Culture                       | Type Drives Culture                       |
| Karliene De Villiers / Stellenbosch + Cayla Basson / Stellenbosch                                                                  | Vrou van die See Prenteboek               | Vrou van die See                          |
| TBWA\ Hunt Lascaris / Johannesburg + Audio Militia / Johannesburg + Post Modern / Johannesburg + Darling Films / Johannesburg      | MTN South Africa                          | The Silent Choir                          |
| Campaign Craft Gold                                                                                                                |                                           |                                           |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                         | Chicken Licken                            | Life Choices - Junior                     |

|                                                                                                                                |                           |                                               |
|--------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------|
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Life Choices - Leap Year                      |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Life Choices - Baldie                         |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Childish Parents - Mbappe                     |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Childish Parents - Durag                      |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Childish Parents - Mitchells Plain            |
| Joe Public United / Johannesburg                                                                                               | Nedbank Affinity          | Gogo Bear - Setswana                          |
| Joe Public United / Johannesburg                                                                                               | Nedbank Affinity          | Gogo Bear - isiZulu                           |
| Joe Public United / Johannesburg                                                                                               | Nedbank Affinity          | Gogo Bear - isiXhosa                          |
| <b>Craft Certificate</b>                                                                                                       |                           |                                               |
| Joe Public United / Johannesburg + Audio Militia / Johannesburg + StudiJoe / Johannesburg + InJozi / Johannesburg              | Chicken Licken            | Gwijo Formations                              |
| Red and Yellow Creative School of Business / Cape Town + Nelleke van Niekerk / Cape Town + Jordyn Martini / Cape Town          | Vespa                     | Ry, Dammit!                                   |
| Red and Yellow Creative School of Business / Cape Town + Meghan Fernie / Cape Town                                             | Mboi Speel                | Mboi Speel                                    |
| Red and Yellow Creative School of Business / Cape Town + Natalie Ray / Cape Town                                               | Twizza                    | Twizza the true flavour of community          |
| IIE-Vega / Durban + Ally Chapman / Durban + Jody Simpson / Durban + Dali De Swardt / Durban                                    | Sasko Bread               | Respect                                       |
| BOOMTOWN / Johannesburg + Wimpy / Johannesburg + THULE NGCESE / Johannesburg                                                   | Wimpy                     | u-Siri uhlulwa sis'Xhosa                      |
| Dit&Dat Ontwerp / Cape Town + What is new / Johannesburg + DPK Productions / Cape Town                                         | KOER                      | Moenie 'n Koes wees nie. Koer!                |
| Dit&Dat Ontwerp / Cape Town                                                                                                    | Stoomasem                 | #wakpraat                                     |
| TBWA \ Hunt Lascaris / Johannesburg + Audio Militia / Johannesburg + Post Modern / Johannesburg + Darling Films / Johannesburg | MTN South Africa          | Gwijo                                         |
| TBWA \ Hunt Lascaris / Johannesburg + Audio Militia / Johannesburg + Post Modern / Johannesburg + Darling Films / Johannesburg | MTN South Africa          | The Silent Choir                              |
| TBWA \ Hunt Lascaris / Johannesburg + Sting Content Productions / Johannesburg                                                 | Pendoring Awards          | Tietiekrap                                    |
| The Odd Number                                                                                                                 | Newzroom Afrika           | Loadshedding                                  |
| Jessica Powell / Potchefstroom                                                                                                 | Creative                  | Kleintjie bou n huisie                        |
| <b>Campaign Craft Certificate</b>                                                                                              |                           |                                               |
| The Odd Number                                                                                                                 | Game                      | Gwababa vs Game - Koko Mmantwa                |
| The Odd Number                                                                                                                 | Game                      | Gwababa vs Game - Madimetja                   |
| Joe Public / JOHANNESBURG                                                                                                      | SAB AB InBev              | AI vs AI: Inkcubeko YamaXhosa – Xhosa Culture |
| Joe Public / JOHANNESBURG                                                                                                      | SAB AB InBev              | AI vs AI: Setso Sa Setswana – Tswana Culture  |
| Joe Public / JOHANNESBURG                                                                                                      | POWA                      | Rape Portraits 1                              |
| Joe Public United / Johannesburg                                                                                               | POWA                      | Rape Portraits 2                              |
| Joe Public United / Johannesburg                                                                                               | POWA                      | Rape Portraits 3                              |
| Joe Public / JOHANNESBURG                                                                                                      | SAB AB InBev              | AI vs AI: Isiko LamaZulu – Zulu Culture       |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Nedbank                   | Avoid The Queue - Elevator Hit                |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Nedbank                   | Avoid The Queue - Shopping Affair             |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Nedbank                   | Avoid The Queue - Tyre Puncture               |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Childish Parents - Mbappe                     |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Childish Parents - Durag                      |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Childish Parents - Mitchells Plain            |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Life Choices - Junior                         |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Life Choices - Baldie                         |
| Joe Public United / Johannesburg + StudiJoe / Johannesburg                                                                     | Chicken Licken            | Life Choices - Leap Year                      |
| Joe Public United / Johannesburg                                                                                               | Chicken Licken            | Mistaken Identity                             |
| Joe Public United / Johannesburg                                                                                               | Chicken Licken            | Found A Lost Lover                            |
| Joe Public United / Johannesburg                                                                                               | Chicken Licken            | Man From The Future                           |
| M&C Saatchi Abel / Johannesburg + Aquanote Productions / Johannesburg                                                          | Nando's                   | Stuthuthu - Tripe meat                        |
| M&C Saatchi Abel / Johannesburg + Aquanote Productions / Johannesburg                                                          | Nando's                   | Stuthuthu - Reality TV Drama                  |
| M&C Saatchi Abel / Johannesburg + Aquanote Productions / Johannesburg                                                          | Nando's                   | Stuthuthu - Baby shower                       |
| BOOMTOWN / Johannesburg + THULE NGCESE / Johannesburg                                                                          | AMillion Girls Foundation | War                                           |

|                                                                                                                              |                           |                                                |
|------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------|
| BOOMTOWN / Johannesburg + THULE NGCESE / Johannesburg                                                                        | AMillion Girls Foundation | Floods                                         |
| BOOMTOWN / Johannesburg + THULE NGCESE / Johannesburg                                                                        | AMillion Girls Foundation | Hunger                                         |
| TBWA\Hunt Lascaris / Johannesburg + Fresh Helga / Johannesburg                                                               | Pendoring Awards          | Voorblad Storie                                |
| TBWA\Hunt Lascaris / Johannesburg + Fresh Helga / Johannesburg                                                               | Pendoring Awards          | Amapiano                                       |
| TBWA\Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg                                              | Nissan South Africa       | Lala & Lolo's sleepover                        |
| TBWA\Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg                                              | Nissan South Africa       | Nono's Surprise                                |
| TBWA\Hunt Lascaris / Johannesburg + Kwandza Aquanote Productions / Johannesburg                                              | Nissan South Africa       | Bheki's Bae                                    |
| Machine_ / Johannesburg + Mbkgethwa Machaka / Johannesburg + Schalk Bezuidenhout / Johannesburg + Mantwa Toka / Johannesburg | Spotify                   | Ons Praat Niet Afrikaans Die, Ons Sing Dit – 1 |
| Machine_ / Johannesburg + Mbkgethwa Machaka / Johannesburg + Schalk Bezuidenhout / Johannesburg + Mantwa Toka / Johannesburg | Spotify                   | Ons Praat Nie Afrikaans Nie, Ons Sing Dit – 2  |
| Machine_ / Johannesburg + Mbkgethwa Machaka / Johannesburg + Schalk Bezuidenhout / Johannesburg + Mantwa Toka / Johannesburg | Spotify                   | Ons Praat Nie Afrikaans Nie, Ons Sing Dit – 3  |
| The Odd Number                                                                                                               | Game                      | Gwababa vs Game - Masechaba                    |

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