

Pendoring Awards announces 2018 finalists

The 2018 Pendoring Awards finalists have been announced. The 23-year-old awards have been a platform for creatives and marketers alike to showcase work and projects in South Africa's 10 indigenous languages, embracing the country's diversity and enabling inclusive artistry.



Pendoring judges. © [Pendoring Facebook](#).

Prizes for this year's awards sees the overall winning finalist in all categories set to stand a chance to win an overseas trip worth R100,000 as a part of the Prestigious Umpetha Award. The overall student winner is set to receive R10,000, while every winner of a gold Pendoring will receive R6,000 and the silver award winners walk away with R2,500 each. Craft gold winners each win a R3,000 cash prize.

Creative industry driving mother-tongue communication

Pendoring Awards 2018, jury president, Xolisa Dyeshana said: "Whether we realise this or not, the work we've seen is the future. The work that is going to be produced in SA is going to be significantly different from the work of yesteryear."

SABC head of marketing, Siphelele Sixaso, who was the specialist radio judge said: "It makes me so happy to see the creative industry drive mother-tongue communication." Sixaso, added: "The work we were privileged to judge is inspiring to a whole new level, it's world-class! This is truly the only way to speak to the hearts and minds of South African consumers."

Winners will be announced at this year's prestigious gala event scheduled to take place on 1 November 2018 at The University of Johannesburg's Art Centre. Ticket sales for the awards ceremony have officially opened and are available for purchase [here](#).

Finalists

Communication design			
Agency / Entrant	Title	Brand	Product
Joe Public Shift	Boerenmeisje	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Boerenmeisje	Boerenmeisje Onderklere	Boerenmeisje Onderklere
34°	Everyday Colours	SADAG	SADAG
34°	Everyday Colours	SADAG	SADAG
Joe Public United	Clan Cans 1	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 2	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 3	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 4	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 5	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 6	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public Shift	Pak jou goed en trek	PNet	Pnet Resignation Box
34°	King Protea	MFM Radio	MFM
34°	Springboks	MFM Radio	MFM
34°	Bugs	MFM Radio	MFM
Design crafts			
Agency / Entrant	Title	Brand	Product
Joe Public Shift	Wolf	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Kreuning	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Jakkals	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Soetkoekie	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Melkert	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Mossie	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public Shift	Tiervel Leeutert	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Joe Public United	Clan Cans 1	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 2	South African Breweries (AbInBev)	Castle Milk Stout

Joe Public United	Clan Cans 3	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 4	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 5	South African Breweries (AbInBev)	Castle Milk Stout
Joe Public United	Clan Cans 6	South African Breweries (AbInBev)	Castle Milk Stout
Black Khaki Reklameagentskap (Edms) Beperk	Savannaland se Trant	Savannaland Handelshuis	Savannaland Meis & Savannaland Klerasie
Black Khaki Reklameagentskap (Edms) Beperk	Savannaland se Trant	Savannaland Handelshuis	Savannaland Meis & Savannaland Klerasie
Abnormal	Jou Storie Leef Voort	Craft Homes	Retirement Estate
Design mixed media campaign			
Agency / Entrant	Title	Brand	Product
Joe Public Shift	Boerenmeisje	Boerenmeisje Onderklere	Boerenmeisje Onderklere
Film			
Agency / Entrant	Title	Brand	Product
Joe Public	Tinqoh	Centre of Communications Impact	Brothers For Life
Freckle	Sexy to a tractor	King Price Insurance	King Price Insurance Brand
Joe Public	Pantsula	Chicken Licken	Rock My Soul 3 Straight
Joe Public	Taxi	Chicken Licken	Rock My Soul 3 Straight
Joe Public United	The Land	Chicken Licken	Rock My Soul 3 Straight
99c Communication	The Homecoming	Spur	Spur Flag Bearers
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it."	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	Woza Nazo "Rivalry"	Absa	Premiership
99c Communication	What Hope Tastes Like	Checkers	Community Food Gardens
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Joe Public United	It's Your Choice	Centre of Communications Impact	Brothers For Life
FCB Cape Town	#ManUpSlowDown	Western Cape Government. Safely Home.	16 Days Of Activism
1886 Advertising	Food Baby: Cooing (1 of 3)	Steers	Mighty King Steer
1886 Advertising	Food Baby: Stairs (2 of 3)	Steers	Mighty King Steer
1886 Advertising	Food Baby: Bus Stop (3 of 3)	Steers	Mighty King Steer
KingJamesGroupJhb	Father's Share	Allan Gray	Long-Term Investing
Film crafts			
Agency / Entrant	Title	Brand	Product
Joe Public	Pantsula	Chicken Licken	Rock My Soul 3 Straight
Joe Public	Taxi	Chicken Licken	Rock My Soul 3 Straight
Joe Public	The Land	Chicken Licken	Rock My Soul 3 Straight
7 Films	Fly the flag	Spur	Flag bearers
7 Films	Fly the flag	Spur	Flag bearers
Brand et al, a member of the et al group	Die Avbob stamboom	Avbob	Avbob: 100ste bestaansjaar
Brand et al, a member of the et al group	Die Avbob stamboom	Avbob	Avbob: 100ste bestaansjaar
Brand et al, a member of the et al group	Die Avbob stamboom	Avbob	Avbob: 100ste bestaansjaar
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it."	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	Woza Nazo "Rivalry"	Absa	Premiership
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Produce Sound The-O Sound Patch A-Nathi Sound	Feet	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound
Produce Sound The-O Sound Patch A-Nathi Sound	Hooves	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound

Produce Sound The-O Sound Patch A-Nathi Sound	Running	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound
FCB Cape Town	#VanUpSlowDown	Western Cape Government. Safely Home.	16 Days Of Activism
Fortcom Pty Ltd T/A Fort	Made for Living	Fidelity ADT	SecureConnect
Joe Public	Pantsula	Chicken Licken	Rock My Soul 3 Straight
Joe Public	Pantsula	Chicken Licken	Rock My Soul 3 Straight
Joe Public United	The Land	Chicken Licken	Rock My Soul 3 Straight
Joe Public United	The Land	Chicken Licken	Rock My Soul 3 Straight
Joe Public	Taxi	Chicken Licken	Rock My Soul 3 Straight
Joe Public	Taxi	Chicken Licken	Rock My Soul 3 Straight
KingJamesGroupJhb	Father's Share	Allan Gray	Long-Term Investing
Integrated campaign			
Agency / Entrant	Title	Brand	Product
BRAND et al	I wish I'd said / Ek wou nog sê	AVBOB	The AVBOB Poetry Project
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
Live communications			
Agency / Entrant	Title	Brand	Product
Joe Public	The Sobering Stethoscope	SAB	Public Awareness
Out of Home			
Agency / Entrant	Title	Brand	Product
Futura	Zoo Lake Community Basketball courts	Nike	Nike Basketball
Print & Out of Home crafts			
Agency / Entrant	Title	Brand	Product
Joe Public	Welcome to Inner Peace Sheriff	Chicken Licken	Chicken Licken Brand
Futura	Zoo Lake Community Basketball Courts	Nike	Basketball
Brand et al, a member of the et al group	I wish I'd said	Avbob	I wish I'd said: a product of the Avbob Poetry Project
Joe Public	Welcome to Inner Peace Country - Bandit	Chicken Licken	Brand
Print Communications			
Agency / Entrant	Title	Brand	Product
34°	Everyday Colours	SADAG	SADAG
FCB Durban	Afrikaans	Independent Media	Isolezwe
Brand et al	I wish I'd said	Avbob	I wish I'd said: a product of the Avbob Poetry Project
The Odd Number (Pty) Ltd	Amandla	Brand South Africa	Freedom Day
The Odd Number (Pty) Ltd	Rhodes	Brand South Africa	Freedom Day
The Odd Number (Pty) Ltd	Marriage	Brand South Africa	Freedom Day
New Media	Huisgenoot	Media24	Netwerk24
New Media	Weg	Media24	Netwerk24
New Media	Landbou	Media24	Netwerk24
Radio & Audio			
Agency / Entrant	Title	Brand	Product
Joe Public	Umakoti Ngo Wethu	Centre for Communication Impact	Women Empowerment
Joe Public	Tswang Tswang	Centre for Communication Impact	Women Empowerment
Joe Public	Makoti Ke Di Nako	Centre for Communication Impact	Women Empowerment
Joe Public	Emo Tshweri	Centre for Communication Impact	Women Empowerment
Joe Public	Bomnyakazisa	Centre for Communication Impact	Women Empowerment
Joe Public	Sebetsa	Centre for Communication Impact	Women Empowerment
Joe Public	Steve Kekana	Jet	Winter Wear
Joe Public	O apere eng?	Jet	Women Empowerment
Joe Public	Sdudla Monologue	Jet	Jet's plus-size range
Joe Public	Sdudla Monologue	Jet	Jet's plus-size range
Joe Public	Sdudla Monologue	Jet	Jet's plus-size range
Joe Public	Anelle	Joe Public	Joe Public United
Joe Public	Mbshidi	Joe Public	Joe Public United
Joe Public Shift	Private Dancer	Boerenmeisje Onderklere	Soetkoekie
Joe Public Shift	Animal Instincts	Boerenmeisje Onderklere	Tiervel Leeutert
Joe Public Shift	Role-play	Boerenmeisje Onderklere	Melkert

Brand et al	The Avbob Poetry Project: 'Mr Al Jarreau' deur Lynthia Julius	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The Avbob Poetry Project: 'Boom', deur Johann de Lange	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The Avbob Poetry Project: 'n verlange, radeloos en sonder einde, deur Antjie Krog	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: 'Is iemand dood?', deur Fanie Olivier	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: Motshedisi wa nnete, by Rethabile Possa-Msothoane	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: Sisi Wam, by Simphiwe Nolutshungu	Avbob	The Avbob Poetry Project
Joe Public Ignite	ukuLoya	Pnet	Pnet
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it. Deben" Radio	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it. Kuruman" Radio	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it. Wine" Radio	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	Just Another Road "Anniversary"	Toyota South Africa Motors (Pty) Ltd	Hilux
Joe Public	Intombi engazethembi	Chicken Licken	Fly-Thru
Joe Public	Mkhwekazi	Chicken Licken	Fly-Thru
Collective ID	'Manne van Blok B23'	Standard Bank	Business Banking
Ogilvy Johannesburg	Enkinga	Vodacom	Fibre
The Odd Number (Pty) Ltd	BVD	Brand South Africa	Play Your Part
Joe Public	Skop (Kick)	Chicken Licken	Stores
Joe Public	Soen (Kiss)	Chicken Licken	Stores
Joe Public	Spielberg	Chicken Licken	Stores
Radio crafts			
Agency / Entrant	Title	Brand	Product
Joe Public Shift	Private Dancer	Boerenmeisje Onderklere	Soetkoekie
Joe Public Shift	Animal Instincts	Boerenmeisje Onderklere	Tiervel Leeutert
Joe Public Shift	Role-play	Boerenmeisje Onderklere	Melkert
Brand et al	The Avbob Poetry Project: 'Mr Al Jarreau' deur Lynthia Julius	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The Avbob Poetry Project: 'Boom', deur Johann de Lange	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The Avbob Poetry Project: 'n verlange, radeloos en sonder einde, deur Antjie Krog	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: 'Is iemand dood?', deur Fanie Olivier	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: Motshedisi wa nnete, by Rethabile Possa-Msothoane	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: Sisi Wam, by Simphiwe Nolutshungu	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: 'Mr Al Jarreau' deur Lynthia Julius	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The Avbob Poetry Project: 'Boom', deur Johann de Lange	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The Avbob Poetry Project: 'n verlange, radeloos en sonder einde, deur Antjie Krog	Avbob	The Avbob Poetry Project
Brand et al	The Avbob Poetry Project: 'Mr Al Jarreau' deur Lynthia Julius	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The AVBOB Poetry Project: 'Boom', deur Johann de Lange	Avbob	The Avbob Poetry Project: www.avbobpoetry.co.za
Brand et al	The AVBOB Poetry Project: 'n verlange, radeloos en sonder einde, deur Antjie Krog	Avbob	The Avbob Poetry Project
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it. Deben" Radio	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it. Kuruman" Radio	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	"It's your Country. Enjoy it. Wine" Radio	South African Tourism	Domestic Brand
FCB Joburg (Pty) Ltd	Just Another Road "Anniversary"	Toyota South Africa Motors (Pty) Ltd	Hilux
FCB Joburg (Pty) Ltd	Just Another Road "Anniversary"	Toyota South Africa Motors (Pty) Ltd	Hilux

Black Khaki Reklameagentskap (Edms) Beperk	Boeretrees vir Trekkers - Af Aste	Tracine	Tracine
Produce Sound The-O Sound Patch A-Nathi Sound	Feet	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound
Produce Sound The-O Sound Patch A-Nathi Sound	Hooves	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound
Produce Sound The-O Sound Patch A-Nathi Sound	Fireworks	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound
Produce Sound The-O Sound Patch A-Nathi Sound	Running	Produce Sound The-O Sound Patch A-Nathi Sound	Produce Sound The-O Sound Patch A-Nathi Sound
Joe Public Ignite	ukuLoya	Pnet	Pnet
Joe Public	Intombi engazethembi	Chicken Licken	Fly-Thru
Joe Public	Mkhwekazi	Chicken Licken	Fly-Thru
Joe Public	O apere eng?	Jet	Sleepwear
Joe Public	Skop (Kick)	Chicken Licken	Stores
Joe Public	Soen (Kiss)	Chicken Licken	Stores
Joe Public	Spielberg	Chicken Licken	Stores
Joe Public	Sdudla Monologues	Jet	Jet plus-size range
Joe Public	Sdudla Monologues	Jet	Jet plus-size range
Joe Public	Sdudla Monologue	Jet	Jet plus-size range
Student - TV, film and internet commercials			
Agency / Entrant	Title	Brand	Product
North-West University	Skof	Muurpapier Films	Short Film
North-West University	Tlhokatsêbe en die Waterslang	ATKV	Animation
North-West University	Rooibaadjie	ATKV	Animation
North-West University	Rraselekwana	ATKV	Animation
North-West University	Monna le Mbsadi	ATKV	Animation
North-West University	Japie Greyling	ATKV	Animation
Student communication design			
Agency / Entrant	Title	Brand	Product
Greenside Design Center	Paivepo Dze funde	Afrikan Folklore Stories	Afrikan Folklore Stories
North-West University	Our South Africa: Our Cacophony	Art South Africa Magazine	Magazine Cover
North-West University	Reënboognasie	Art South Africa Magazine	Magazine Cover
North-West University	Volk & Vaderland	Volk & Vaderland	Interactive installation
North-West University	Volk & Vaderland	Volk & Vaderland	Publication
Red & Yellow Creative School of Business	Hlala (sit)	Hlala	Desk Chair Bag
Red & Yellow Creative School of Business	Spook stories	Spook stories	Spook stories
Vega	Montagu	Montagu Dried Fruit	Montagu Dried Fruit Direct Mailer
Red & Yellow Creative School of Business	Fannie Kaap!	Kulula	Wat Praat Jy - in flight booklet
Red & Yellow Creative School of Business	Blouberg	Adidas	Parley Shoes
Red & Yellow Creative School of Business	Suiker	Happie	Sugar
Student digital interactive communication			
Agency / Entrant	Title	Brand	Product
North-West University	Volk & Vaderland	Volk & Vaderland	Interactive installation
Red & Yellow Creative School of Business	iZiWiki	Bakers Iced Zoo Biscuits	Moedertaal webwerf
Vega	BaBra	BaBra	Electronic Safety Pin
Student print and design crafts			
Agency / Entrant	Title	Brand	Product
North-West University	Reënboognasie	Art South Africa Magazine	Magazine Cover
North-West University	Our South Africa: Our Cacophony	Art South Africa Magazine	Magazine Cover
North-West University	Volk & Vaderland	Volk & Vaderland	Publication
University of Johannesburg	Taxi 101: Ska botsisa!	Toyota	Toyota Quantum
University of Johannesburg	Shap-Shap!	Katlehong	Shap-Shap! Font
Student print communication			
Agency / Entrant	Title	Brand	Product

Stellenbosch Academy of Design and Photography	Verkeerde Plek	Childline	Childline
Stellenbosch Academy of Design and Photography	As jy hulle nie leer nie, Sal hulle nie weet nie.	POWA	POWA
Stellenbosch Academy of Design and Photography	Uit die Perd se Bek	Hello South Africa Publishing	Hello South Africa Publishing App
Stellenbosch Academy of Design and Photography	Isuka Gqa Kumazi Wazo	Hello South Africa Publishing	Hello South Africa Publishing App
Stellenbosch Academy of Design and Photography	Rugraat van die Nasie	Toyota	Quantam
Stellenbosch Academy of Design and Photography	Menskleure	Mnami	Mnami Vetkryte
University of Johannesburg	Jou beste vriend in donker tye	The Lion Match Company	Lion Safety Matches
University of Johannesburg	Odira Mošomo wa gae ka go šomiša kereše	The Lion Match Company	Lion Safety Matches
University of Johannesburg	Pheko no' Gogo	The Lion Match Company	Lion Safety Matches
AAA School of Advertising	Tjo tjo tjo!	Durex	XXL condoms
AAA School of Advertising	Yoh!	Durex	XXL condoms
AAA School of Advertising	Yeses!	Durex	XXL condoms
Vega	Bisqait	Bisqait	Artisanal Rusks
University of Johannesburg	Umkhulo	The Lion Match Company	Lion Safety Matches
Vega School	Oorwin die Oorwinnaar	Antalis Conqueror	Direct Mailer
Vega School	Hou Op Praat; Doen	Department of Labour	Posters
Red & Yellow Creative School of Business	Our little secret	Childline	Sexual abuse awareness
Student radio communication			
Agency / Entrant	Title	Brand	Product
Vega	Ancestors	Tupperware	Tupperware
Vega	Sportscene amaXhosi Ama Matekkie	Sportscene	Sneakerwear
AAA School of Advertising	It goes like this	Shazam app	Shazam

For more details, click [here](#).

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