

# All the winners!

The 2018 Pendoring winners have been announced at a prestigious gala event that took place at the University of Johannesburg's Art Centre earlier this evening.



The Pendoring Awards 2018. Image: Danette Breitenbach.

Held in an auditorium at the venue this year, the pace was fast and accolades were plentiful.

## Creativity that walks the talk

Joe Public United won the **Prestigious Umpetha Award** for Castle Milk Stout's "Get it back" campaign for client, AB Inbev. The **Overall Student Winner Award** was awarded to North-West University for their Interactive Installation for the "Volk & Vaderland" campaign.



### Pendoring Awards announces 2018 finalists

8 Oct 2018



Here's a full list of the rest of the winners:

Communication Design				
Prize	Entry Agency	Brand	Product	Language
Campaign Silver	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Campaign Gold	Joe Public United	South African Breweries (ABInBev)	Castle Milk Stout	ngesiNdebele
Student Communication Design				
Silver	Red & Yellow Creative School of Business	Hlala	Desk   Chair   Bag	isiXhosa
Silver	North-West University	Art South Africa Magazine	Magazine Cover	isiXhosa
Gold	North-West University	Volk & Vaderland	Publication	Afrikaans
Gold	North-West University	Volk & Vaderland	Interactive installation	Afrikaans
Gold	Greenside Design Center	Afrikan Folklore Stories	Afrikan Folklore Stories	ngesiNdebele
Design Crafts				
Campaign Craft Certificate	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans

Campaign Craft Gold	Joe Public United	South African Breweries (AbInBev)	Castle Milk Stout	isiXhosa
Campaign Craft Gold	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
Craft Gold	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
<b>Student Print &amp; Design Crafts</b>				
Craft Certificate	North-West University	Art South Africa Magazine	Magazine Cover	isiXhosa
Craft Certificate	North-West University	Art South Africa Magazine	Magazine Cover	Afrikaans
Craft Gold	North-West University	Volk & Vaderland	Publication	Afrikaans
<b>Design Mixed-media Campaign</b>				
Gold	Joe Public Shift	Boerenmeisje Onderklere	Boerenmeisje Onderklere	Afrikaans
<b>Film</b>				
Campaign Silver	Joe Public United	Centre of Communications Impact	Brothers For Life	Sesotho
Campaign Gold	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Silver	99c Communication	Spur	Spur Flag Bearers	isiXhosa
Silver	Freckle	King Price Insurance	King Price Insurance Brand	Afrikaans
Gold	KingJamesGroupJhb	Allan Gray	Long-Term Investing	Sesotho
Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
<b>Film Crafts</b>				
Campaign Craft Certificate	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Campaign Craft Certificate	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
Craft Certificate	KingJamesGroupJhb	Allan Gray	Long-Term Investing	Sesotho
Craft Certificate	FCB Cape Town	Western Cape Government. Safely Home.	16 Days Of Activism	Afrikaans
Craft Certificate	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Certificate	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Craft Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
Campaign Craft Gold	Joe Public	Chicken Licken	Rock My Soul 3 Straight	isiXhosa
<b>Student - TV, Film &amp; Internet Commercials</b>				
Silver	North-West University	ATKV	Animation	Afrikaans
Silver	North-West University	ATKV	Animation	Setswana
Silver	North-West University	Muurpapier Films	Short Film	Afrikaans
Gold	North-West University	ATKV	Animation	Setswana
<b>Integrated campaign</b>				
Silver	BRAND et al	AVBOB	The AVBOB Poetry Project	Afrikaans
Gold	Joe Public United	AB InBev	Castle Milk Stout	isiZulu
<b>Live Communications</b>				
Silver	Joe Public	SAB	Public Awareness	isiZulu
<b>Print Communication</b>				
Silver	FCB Durban	Independent Media	Isolezwe	isiZulu
Campaign Gold	The Odd Number (Pty) Ltd	Brand South Africa	Freedom Day	isiZulu
<b>Student Print Communication</b>				
Silver	Red & Yellow Creative School of Business	Childline	Sexual abuse awareness	Afrikaans
Silver	Stellenbosch Academy of Design and Photography	Monami	Monami Vetkryte	Afrikaans
Silver	Stellenbosch Academy of Design and Photography	POWA	POWA	Afrikaans
<b>Radio &amp; Audio</b>				
Campaign Silver	Joe Public	Centre for Communication Impact	Women Empowerment	Sesotho
Campaign Silver	Joe Public	Jet	O apereng	Sesotho
Campaign Silver	Joe Public	Chicken Licken	Stores	Afrikaans
Campaign Gold	Joe Public Shift	Boerenmeisje Onderklere	Melktert	Afrikaans
Gold	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	Hilux	Setswana
<b>Student Radio Communication</b>				
Silver	AAA School of Advertising	Shazam app	Shazam	isiZulu
Campaign Gold	University of Johannesburg	The Lion Match Company	Lion Safety Matches	Sepedi

Gold	Vega	Tupperware	Tupperware	Setswana
<b>Radio Crafts</b>				
Campaign Craft Certificate	Joe Public	Jet	Jet plus-size range	isiZulu
Campaign Craft Certificate	Joe Public	Chicken Licken	Stores	Afrikaans
Campaign Craft Certificate	Joe Public	Chicken Licken	Fly-Thru	isiZulu
Craft Certificate	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	Hilux	Setswana
Campaign Craft Gold	Joe Public Shift	Boerenmeisje Onderklere	Melktert	Afrikaans
<b>Student Digital Interactive Communication</b>				
Silver	Red & Yellow Creative School of Business	Bakers Iced Zoo Biscuits	Moedertaal webwerf	Afrikaans
Gold	North-West University	Volk & Vaderland	Interactive installation	Afrikaans

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