

# All the Pendoring 2020 winners and rankings!

The 25th Pendoring Awards, paying tribute to and celebrating South Africa's 10 indigenous national languages, announced its 2020 winners via a Facebook Live broadcast on Friday, 13 November.

If you missed the broadcast, you can find it on The Pendoring Facebook page [here](#).



The 2020 adjudicators and jury presidents were tasked with announcing the winners, backed by uKhoiKhoi, known for their live digital looping, musical performance art encompassing multilingual expressions through opera, indigenous chants and praise poetry.

"It was a joy to celebrate such diverse work and so many new voices," said Pendoring general manager, Eben Keun. "Congratulations to all the winners for producing creative, innovative and relevant work during a tough year."

19 Gold Pendorings, 35 Silver Pendorings, 19 Gold Craft Certificates and 22 Craft Certificates were awarded in 2020.

The prestigious Umpetha Award, went to The Odd Number Johannesburg for three radio ads titled Intsipho engapheli, Sterring sok'susa idust and Upgrade yoshukela, produced in a praise singing style for Game. The Overall Student winner was Tanya Viljoen from The Creative Academy in Woodstock for Mielie, packaging design developed for Mielie Pap Kitchen & Deli.

2020 saw a record number of entries in the publication design category, with multilingual and indigenous language books

pienk ceramic-hondjies by Ryan Pedro, Geure by Lientjie Wessels and Mpumi's Magic Beads (11 language versions) all winning Gold Pendorings.

The official rankings of the 2020 Pendorring Awards have been released. The rankings provide an overview of the performance of agencies and schools based on advertising and brand communications content submitted to this year's awards.

This year's Prestigious Umpetha Award winner, The Odd Number has ranked in the top spot overall, with a total of 264 points. Joe Public United and TBWA Hunt Lascaris take second and third place, with 240 and 55 points respectively. Dit&Dat Ontwerp and Ogilvy SA finished off the top 5, with 39 and 18 points respectively.

AAA School of Advertising ranked as the top educational institution with 70 points, followed by IIE-Vega (58 points), North-West University (53 points), Red & Yellow Creative School of Business (46 points) and The Creative Academy (42 points).

NB Publishers a division of Media24 Boeke (Pty) Ltd ranked as the top publishing house with 22 points, and New Africa Books and Annake Müller Publishing took second and third place with 18 and 10 points.

UMPETHA WINNER				
Award	Agency	Category	Brand	Title
Umpetha Winner	The Odd Number - Johannesburg	Radio & Audio - Radio Station Commercials	Massdiscounters	Upgrade yoshukela; Intsipho engapheli; Sterring sok'susa idust
STUDENT OVERALL WINNER				
Student Overall Winner	The Creative Academy - Woodstock, Cape Town	Student Design - Package Design	Melie Pap Kitchen & Deli	Melie
DIGITAL COMMUNICATION				
Silver	Dit&DatOntwerp - Cape Town	Digital Website, Microsite or Mobile Media	KOER	<a href="#">Die KOER toep (app)</a>
Gold	Joe Public United - Johannesburg	Digital Social Media	SAB	<a href="#">Castle Milk Stout - Clan Pledge.</a>
Silver	Grid Worldwide - Johannesburg	Digital Social Media	Grid Worldwide	<a href="#">Youth Day/ Translate</a>
Silver	M&C Saatchi Abel - Cape Town	Digital Social Media	Nando's	<a href="#">The COVIDictionary</a>
Silver	Dit&DatOntwerp - Cape Town	Digital Social Media	KOER	<a href="#">Merksleep in 2020 SM(Wooing in 2020)</a>
Craft Gold	Dit&DatOntwerp - Cape Town	Digital Writing	KOER	<a href="#">KOER Merksleep 2020 Writing</a>
DESIGN				
Silver	Dit&DatOntwerp - Cape Town	Brand Identity and Collateral Design	KOER	<a href="#">KOER logo</a>
Silver	Just Design - Stellenbosch	Graphic Design Package Design	Distell	<a href="#">Olof Bergh Brandy Packaging Upgrade</a>
Gold	NB Publishers a division of Media24 Boeke (Pty) Ltd - Cape Town	Publication Design - Single Element	NB Publishers a division of Media24 Boeke (Pty) Ltd	<a href="#">Pienk Ceramic-hondjies - Ryan Pedro</a>
Silver	NB Publishers a division of Media24 Boeke (Pty) Ltd - Cape Town	Publication Design - Single Element	NB Publishers a division of Media24 Boeke (Pty) Ltd	<a href="#">U Kondelala by Mbedzi Nyelisani</a>
Gold	Annake Müller Publishing - Observatory	Publication Design - Whole Publication	Annake Müller Publishing	<a href="#">Geure deur Lientjie Wessels</a>
Gold	New Africa Books - Cape Town	Publication Design - Whole Publication	New Africa Books	<a href="#">Mpumi's Magic Beads (11 language versions)</a>
Silver	New Africa Books - Cape Town	Publication Design - Whole Publication	New Africa Books	<a href="#">Multilingual ABC</a>
Silver	Just Design - Stellenbosch	Campaign Design Mixed Media Campaign	Distell	<a href="#">Olof Bergh Brandy Branding and Packaging Upgrade</a>
Craft Certificate	LAPA Uitgewers - Pretoria	Design Crafts Illustration	Linki Brand	<a href="#">Sylvester, ramkat van die Groot-Karoo</a>
Craft Certificate	LAPA Uitgewers - Pretoria	Design Crafts Illustration	Linki Brand	<a href="#">Wolk</a>
FILM				
Silver	Riverbed Agency - Johannesburg	Television & Cinema Commercials with a production budget exceeding R1m	Aware.org	<a href="#">Russian Roulette</a>

Gold	Joe Public United - Johannesburg	Television & Cinema Commercials with production budget under R1m	Assupol	<a href="#">Eagen's Journey</a>
Silver	Grid Worldwide - Johannesburg	Television & Cinema Commercials with production budget under R1m	Hyundai SA	<a href="#">Vegan</a>
Gold	Joe Public United - Johannesburg	Online Film & Commercials	SAB	<a href="#">Castle Milk Stout Clan Beats</a>
Gold	Joe Public United - Johannesburg	Online Film & Commercials	Apartheid Museum	<a href="#">The Struggle Of '76</a>
Campaign Gold	TBWA Hunt Lascaris - Johannesburg	Online Film & Commercials	MTN South Africa	<a href="#">Matrass</a>
Campaign Gold	TBWA Hunt Lascaris - Johannesburg	Online Film & Commercials	MTN South Africa	<a href="#">Papgeld</a>
Campaign Gold	TBWA Hunt Lascaris - Johannesburg	Online Film & Commercials	MTN South Africa	<a href="#">Mindgames</a>
Silver	Joe Public United - Johannesburg	Online Film & Commercials	SAB	<a href="#">Castle Milk Stout Hlala eKhaya</a>
Silver	Ogilvy SA - Johannesburg	TV Trailers and Content Promos	MultiChoice	<a href="#">Ous Dorah</a>
Silver	Joe Public United - Johannesburg	Non-Broadcast Video and Film	Chicken Licken	<a href="#">Taxi TV</a>
Gold	Admit One Media -- Johannesburg	Branded Content Film	kykNET	<a href="#">Gewoon Ongewoon</a>
Craft Gold	The Odd Number - Johannesburg	Film Crafts - Direction	Assupol	<a href="#">The Greatest Gift</a>
Craft Certificate	The Odd Number - Johannesburg	Film Crafts - Cinematography	Assupol	<a href="#">The Greatest Gift</a>
Craft Gold	Joe Public United - Johannesburg	Film Crafts - Writing	Chicken Licken	<a href="#">Taxi TV</a>
Craft Gold	Joe Public United - Johannesburg	Film Crafts - Writing	SAB	<a href="#">Castle Milk Stout Hlala eKhaya</a>
Craft Gold	Joe Public United - Johannesburg	Film Crafts - Writing	Apartheid Museum	<a href="#">The Struggle Of '76</a>
Craft Certificate	Joe Public United - Johannesburg	Film Crafts - Writing	Assupol	<a href="#">Eagen's Journey</a>
Craft Certificate	Joe Public United - Johannesburg	Film Crafts - Performance	Apartheid Museum	<a href="#">The Struggle Of '76</a>
<b>INTEGRATED COMMUNICATION</b>				
Gold	Joe Public United - Johannesburg	Integrated Multimedia - Campaign	Apartheid Museum	<a href="#">The Struggle Of '76</a>
Silver	Dit&DatOntwerp - Cape Town	Integrated Multimedia - Campaign	KOER	<a href="#">KOER Dating App Integrated Campaign</a>
<b>LIVE</b>				
Gold	Joe Public United - Johannesburg	Live Activations	Assupol	<a href="#">Eagen's Journey</a>
<b>PRINT COMMUNICATION</b>				
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	<a href="#">Sweetpakbroek</a>
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	<a href="#">Frokkie</a>
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	<a href="#">Denimbroek</a>
Campaign Gold	The Odd Number - Johannesburg	Newspaper & Magazine Advertising	Salvation Army	<a href="#">Trui</a>
Silver	Joe Public United - Johannesburg	Indoor Posters	Pendoring	<a href="#">If It Doesn't Work In English.. It Works For Us</a>
Silver	Joe Public United - Johannesburg	Indoor Posters	Assupol	<a href="#">There Will Be No Monuments Here</a>
Silver	Joe Public United - Johannesburg	Indoor Posters	Chicken Licken	<a href="#">SoulFire Songs</a>
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	<a href="#">Op Die Bed</a>
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	<a href="#">Op Die Mat</a>
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	<a href="#">Op Die Moer</a>
Campaign Silver	The Odd Number - Johannesburg	Indoor Posters	Population Services International	<a href="#">Op Die Agtersitplek</a>
Silver	Joe Public United - Johannesburg	Indoor Posters	All For Masks	<a href="#">The Most important Mask In African History</a>
Silver	Boomtown - Port Elizabeth	Branded Content	Nestle	<a href="#">SAM DREAMS RECIPE STORYBOOK</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	<a href="#">Sweetpakbroek</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	<a href="#">Frokkie</a>

Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	<a href="#">Trui</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Art Direction	Salvation Army	<a href="#">Denimbroek</a>
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	Assupol	<a href="#">There Will Be No Monuments Here</a>
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	All For Masks	<a href="#">The Most important Mask In African History</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	<a href="#">Op Die Bed</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	<a href="#">On The Seat</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	<a href="#">Op Die Mat</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	<a href="#">Op Die Moer</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Art Direction	Population Services International	<a href="#">In Die Stort</a>
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	Chicken Licken	<a href="#">Inner Piece</a>
Craft Certificate	Joe Public United - Johannesburg	Craft - Art Direction	Chicken Licken	<a href="#">Every Meal Is A Chicken Licken Meal</a>
Craft Gold	Joe Public United - Johannesburg	Craft - Writing	Pendoring	<a href="#">If It Doesn't Work In English, It Works For Us</a>
Craft Certificate	Joe Public United - Johannesburg	Craft - Writing	Assupol	<a href="#">There Will Be No Monuments Here</a>
Craft Gold	Joe Public United - Johannesburg	Crafts - Photography	Assupol	<a href="#">There Will Be No Monuments Here</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	<a href="#">Sweetpakbroek</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	<a href="#">Frokkie</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	<a href="#">Denimbroek</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Crafts - Photography	Salvation Army	<a href="#">Trui</a>
Craft Certificate	Joe Public United - Johannesburg	Crafts - Photography	All For Masks	<a href="#">The Most important Mask In African History</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	<a href="#">In Die Stort</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	<a href="#">On The Seat</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	<a href="#">Op Die Bed</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	<a href="#">Op Die Moer</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Crafts - Photography	Population Services International	<a href="#">Op Die Mat</a>
Craft Certificate	Boomtown - Port Elizabeth	Crafts - Illustration	Nestle	<a href="#">SAM DREAMS RECIPE STORYBOOK</a>
Craft Certificate	Joe Public United - Johannesburg	Crafts - Illustration	Chicken Licken	<a href="#">Inner Piece</a>
Craft Gold	Joe Public United - Johannesburg	Crafts - Typography	Pendoring	<a href="#">If It Doesn't Work In English, It Works For Us</a>
<b>RADIO</b>				

Campaign Gold	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	<a href="#">Upgrade yoshukela</a>
Campaign Gold	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	<a href="#">Intsipho engapheli</a>
Campaign Gold	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	<a href="#">Sterring sok'susa idust</a>
Gold	Joe Public United - Johannesburg	Radio Station Commercials	Chicken Licken	<a href="#">Up to you</a>
Campaign Silver	Joe Public United - Johannesburg	Radio Station Commercials	Nedbank	<a href="#">5.11% Interest</a>
Campaign Silver	Joe Public United - Johannesburg	Radio Station Commercials	Nedbank	<a href="#">Gold Card</a>
Campaign Silver	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	<a href="#">Whipped Cream</a>
Campaign Silver	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	<a href="#">Swiss Roll</a>
Campaign Silver	The Odd Number - Johannesburg	Radio Station Commercials	Massdiscounters	<a href="#">Ice Tropez</a>
Silver	TBWA Hunt Lascaris - Johannesburg	Internet & Mobile Audio Commercials	Tears Foundation	<a href="#">For some, the war is at home</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	<a href="#">Intsipho engapheli</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	<a href="#">Sterring sok'susa idust</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	<a href="#">Upgrade yoshukela</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	<a href="#">Swiss Roll</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	<a href="#">Ice Tropez</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Direction	Massdiscounters	<a href="#">Whipped Cream</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Writing	Massdiscounters	<a href="#">Intsipho engapheli</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Writing	Massdiscounters	<a href="#">Sterring sok'susa idust</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Writing	Massdiscounters	<a href="#">Upgrade yoshukela</a>
Craft Gold	Joe Public United - Johannesburg	Craft - Writing	Chicken Licken	<a href="#">Up to you</a>
Craft Certificate	TBWA Hunt Lascaris - Johannesburg	Craft - Writing	Tears Foundation	<a href="#">For some, the war is at home</a>
Campaign Craft Certificate	Joe Public United - Johannesburg	Craft - Writing	Nedbank	<a href="#">Gold Card</a>
Campaign Craft Certificate	Joe Public United - Johannesburg	Craft - Writing	Nedbank	<a href="#">5.11% Interest</a>
Craft Gold	Joe Public United - Johannesburg	Craft - Original Music & Sound Design	SAB	<a href="#">Castle Milk Stout Clanbeats</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	<a href="#">Upgrade yoshukela</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	<a href="#">Intsipho engapheli</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	<a href="#">Sterring sok'susa idust</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	<a href="#">Swiss Roll</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	<a href="#">Ice Tropez</a>
Campaign Craft Certificate	The Odd Number - Johannesburg	Craft - Original Music & Sound Design	Massdiscounters	<a href="#">Whipped Cream</a>

Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Performance	Massdiscounters	<a href="#">Intsipho engapheli</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Performance	Massdiscounters	<a href="#">Sterring sok'susa idust</a>
Campaign Craft Gold	The Odd Number - Johannesburg	Craft - Performance	Massdiscounters	<a href="#">Upgrade yoshukela</a>
Craft Certificate	TBWA Hunt Lascaris - Johannesburg	Craft - Performance	Tears Foundation	<a href="#">For some, the war is at home</a>
<b>STUDENT AWARDS</b>				
Gold	North-West University - Potchefstroom	Student Film - Motion Graphic Design	LITASA	<a href="#">The LITASA Hunt</a>
Silver	Red & Yellow Creative School of Business - Salt River, Cape Town	Student Film - Motion Graphic Design	Red & Yellow Creative School of Business	<a href="#">Ghetto 7785</a>
Gold	IIE-Vega - Johannesburg	Student Radio and Audio - Radio Commercials & Branded Content	Aware.org	<a href="#">Phuza Face - Zulu</a>
Silver	IIE-Vega - Johannesburg	Student Radio and Audio - Radio Commercials & Branded Content	Aware.org	<a href="#">Phuza Face - Sotho</a>
Silver	Red & Yellow Creative School of Business - Salt River, Cape Town	Student Print - Magazine Advertising	Mrs Balls	<a href="#">Yonk'into iyahlangana</a>
Silver	Red & Yellow Creative School of Business - Salt River, Cape Town	Student Print - Indoor Posters	#askforangela	<a href="#">Shot</a>
Silver	IIE-Vega - Johannesburg	Student Design - General Design	Robertson Winery	<a href="#">Ons is meer as wyn</a>
Silver	AAA School of Advertising - Cape Town	Student Design - General Design	AAA School of Advertising	<a href="#">Poetry and all that Jazz - J&amp;B ticket</a>
Gold	North-West University - Potchefstroom	Student Design - Publication Design - Whole Publication	E.S. Le Grange	<a href="#">Divan se Avonture</a>
Silver	IIE-VEGA - Sandton	Student Design - Publication Design - Whole Publication	Book Dash	<a href="#">Ayaaha Climate Change Quest</a>
Gold	The Creative Academy - Woodstock, Cape Town	Student Design - Package Design	Melie Pap Kitchen & Deli	<a href="#">mielie</a>
Silver	The Creative Academy - Woodstock, Cape Town	Student Design - Package Design	Kraai-brak Breweries	<a href="#">Hou vas my moves, check hierdie bier!</a>
Silver	AAA School of Advertising - Cape Town	Student Design - Design for Digital	AAA School of Advertising	<a href="#">Jol Magazine</a>
Silver	AAA School of Advertising - Cape Town	Student Out of Home - In-Store	AAA School of Advertising	<a href="#">Vandag se jong mense is opgef*kk - Big Blue</a>
Craft Gold	North-West University - Potchefstroom	Student Print, Design & OOH Crafts - Illustration	E.S. Le Grange	<a href="#">Divan se Avonture</a>
Craft Certificate	North-West University - Potchefstroom	Student Print, Design & OOH Crafts - Illustration	Cerebos	<a href="#">Sout van die Aarde</a>
Craft Certificate	North-West University - Potchefstroom	Student Print, Design & OOH Crafts - Illustration	Iewers in die bos	<a href="#">Iewers in die bos</a>
Gold	North-West University - Potchefstroom	Student Integrated Campaign - Student Integrated Multimedia	LITASA	<a href="#">The LITASA Hunt</a>
Silver	North-West University - Potchefstroom	Student Integrated Campaign - Student Integrated Multimedia	Boks vir 'n Buurvrou & Pick n Pay	<a href="#">Buurvroutrots!</a>

## Rankings

Here, the full rankings list:

Agencies	Points
The Odd Number - Johannesburg	264
Joe Public United - Johannesburg	240
TBWA Hunt Lascaris - Johannesburg	55
Dit&DatOntwerp - Cape Town	39
Ogilvy SA - Johannesburg	18
Grid Worldwide - Johannesburg	16
Just Design - Stellenbosch	16
Admit One Media CC - Randburg	12
Boomtown - Port Elizabeth	12
M&C Saatchi Abel - Cape Town	12



Riverbed Agency - Johannesburg	12
Afropulse Media (Pty) Ltd - Johannesburg	8
LAPA Uitgewers - Pretoria	8
Brave Group - Johannesburg	6
Avatar - Johannesburg	4
Pacinamix - Meyersdal	4
Today Brand Studio - Port Elizabeth	4
MrsKing Productions - Johannesburg	2
Prude Technologies - Durban	2
Que Ntuli - Benoni	2

Schools	Points
AAA School of Advertising - Cape Town	70
IIE-Vega - Johannesburg	58
North-West University - Potchefstroom	53
Red & Yellow Creative School of Business - Salt River, Cape Town	46
The Creative Academy - Woodstock, Cape Town	42
Stellenbosch Academy of Design and Photography - Stellenbosch	6
Boston Media House - Pretoria	2
UJ FADA	2

Publishing Houses	Points
NB Publishers a division of Media24 Boeke (Pty) Ltd - Cape Town	22
New Africa Books - Cape Town	18
Annake Müller Publishing - Observatory	10
Meta Publishing - Stellenbosch	4
Leseli Creative Communications - Cape Town	2

*\*The Pendorring ranking points are awarded as follows: finalists receive 2 points each, craft certificates 4 points and gold craft winners 7 points. A silver Pendorring receives 8 points, a campaign silver gets 12 points, a gold Pendorring 10 points and a campaign gold 15 points. Campaign craft certificates receive 6 points each, while campaign gold craft gets 10.5 points and the Prestigious Umpetha Award and Overall Student Winner get 20 points each.*

The Pendorings are also delighted to announce their new headline sponsor for 2021, Hollard. “We understand the power of a ‘hello’ to make a connection, because connections create better futures for South Africans. And we understand the power of language to make connections,” said Hollard’s CMO, Heidi Brauer. “We 100% support the diversity The Pendorings celebrate and encourage in the creative industry.”

The Pendorings are not just about awards but about education, debate and change. Part of that is the first Pendorring Business Seminar on 17 November in partnership with Fin24, PanSALB and the Indigenous Language Action Forum.

Register [here](#) for the webinar. For more information, visit [www.pendoring.co.za](http://www.pendoring.co.za) and follow it on [Facebook](#), and follow [@Pendoring](#) on Twitter or Instagram [@pendoring\\_za](#) #SpeakSouthAfrican #EnglishNeverLovedUs #Pendoring2020.

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