

# Pendoring Award winners announced!

The Pendoring Awards announced their 2022 winners on 3 November.



Image supplied: The Pendoring Award winners were announced at a ceremony on 3 November

The ceremony at which the awards were announced centred on this year's campaign theme of 'Let Your Language Loose', at the UJ Arts Centre in Johannesburg.

"From moving entertainment to meeting our winners, it was an exciting evening celebrating the very best of South African indigenous language creativity at the Pendoring Awards," says Eben Keun, Pendoring's general manager.

The evening celebrated 13 Gold Pendorings, 28 Silver Pendorings, 13 Gold Craft Certificates and 37 Craft Certificates to agencies and schools. This year's Prestigious Umpetha Award went to M&C Saatchi Abel for their Chickenland: Nando's Delivery entry, Sthu-thu-thu!. The campaign also won in multiple Radio and Audio categories.

The 2022 Overall Student Winner went to Stellenbosch Academy of Design and Photography for Woorde het Vlerke, a meaning-driven game. The game provides a wholesome experience that can teach the power of words, to distinguish between words that hurt and words that make individuals stronger.

"Thank you to all the agencies, publishing houses and schools that entered the Pendoring Awards this year. We've had a 12.5% increase in entries from last year, which we are very proud of, especially as this year is the start of the UN



## Pendoring Awards finalists announced!

27 Oct 2022



"Thank you also to our adjudicators and jury president, Nkgabiseng Motau for making today possible. You were tasked with the challenging decision of selecting the winners from this bumper crop of beautiful work this year," he concludes.

The winners of the 2022 Pendoring Awards are:

PRESTIGIOUS UMPETHA AWARD				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Prestigious-Umpetha Award	Radio Station Commercials	M&C Saatchi Abel	Chickenland: Nando's Delivery	<a href="#">Sthu-thu-thu!</a>
OVERALL STUDENT WINNER				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Student Overall Winner	Radio Station Commercials	Stellenbosch Academy of Design & Photography	Woorde het Verke	<a href="#">Woorde het Verke</a>
DIGITAL COMMUNICATION				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Gold	Radio Station Commercials	Dit&Dat Ontwerp	KOER	<a href="#">Vat 'n Afri-kans!</a>
Craft Gold	Radio Station Commercials	8909	Comedy Central Africa	<a href="#">Comedy Central EP "Liefde In Die Pandemie"</a>
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	KOER	<a href="#">Vat 'n Afri-kans!</a>
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	<a href="#">Comedy Central EP "Zero Nge'Nkhone"</a>
Craft Certificate	Radio Station Commercials	Machine_	UCOOK	<a href="#">Xhosa-fying Halloween</a>
Craft Certificate	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Sounds of Craving</a>
Craft Certificate	Radio Station Commercials	BOOMTOWN	Nestlé Ricoffy 3in1	<a href="#">Qala Manje FM</a>
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	<a href="#">Comedy Central EP "Liefde In Die Pandemie"</a>
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	<a href="#">Comedy Central EP "Zero Nge'Nkhone"</a>
DESIGN				
PRIZE	CATEGORY	AGENCY	BRAND	TITLE
Gold	Radio Station Commercials	Futura	Nike	<a href="#">Shapa Soweto</a>
Campaign Gold	Radio Station Commercials	Abnormal	Craft Homes	<a href="#">Mzansi Mat - English</a>
Gold	Radio Station Commercials	Author: Refiloe Mbahloli, Illustrator: Zinelda McDonald, Publisher: Pan Macmillan	Pan Macmillan	<a href="#">Uyathandwa</a>
Gold	Radio Station Commercials	Author: Tshwanelo Serumola, Illustrator: Subi Bosa, Published by: Pan Macmillan	Pan Macmillan	<a href="#">Ke bopegile sentle</a>
Silver	Radio Station Commercials	Author: Jaco Jacobs, Illustrator: Tumi K Steyn, Publisher: Pan Macmillan	Pan Macmillan	<a href="#">Jyis 'n wens</a>
Silver	Radio Station Commercials	Author: Amonge Elethu Sinxoto, Illustrator: Lebohlang Thato Sekwelenkwe, Publisher: New Africa Books	New Africa Books	<a href="#">my BIG name</a>
Silver	Radio Station Commercials	Dit&Dat Ontwerp	KOER	<a href="#">KOER 2.0 Dating App</a>
Craft Certificate	Radio Station Commercials	Machine_	UCOOK	<a href="#">Xhosa-fying Halloween</a>
Campaign Craft Gold	Radio Station Commercials	Abnormal	Craft Homes	<a href="#">Mzansi Mat - English</a>

Craft Certificate	Radio Station Commercials	Machine_	UCOOK	<a href="#">Xhosa-fying Halloween</a>
Craft Gold	Radio Station Commercials	Today Brand Studio Pty Ltd	Khaya's Kitchen	<a href="#">Khaya Sans Typeface</a>
Campaign Craft Gold	Radio Station Commercials	Abnormal	Craft Homes	<a href="#">Mzansi Mat - isiXhosa</a>
Craft Certificate	Radio Station Commercials	Futura	Nike	<a href="#">Shapa Type</a>
<b>FILM</b>				
<b>PRIZE</b>	<b>CATEGORY</b>	<b>AGENCY</b>	<b>BRAND</b>	<b>TITLE</b>
Silver	Radio Station Commercials	Hoorah Digital	Bain's Whisky	<a href="#">Bain's XMriam Makeba - Pata Pata Reimagined</a>
Gold	Radio Station Commercials	Joe Public United	Castle Milk Stout	<a href="#">Last Stories Of Culture</a>
Silver	Radio Station Commercials	Afropulse Media	Nedbank	<a href="#">Nedbank Cup</a>
Silver	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Taxi TV</a>
Silver	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Taxi TV</a>
Silver	Radio Station Commercials	Retroviral	Ryobi	<a href="#">Map1mp1</a>
Craft Certificate	Radio Station Commercials	Hoorah Digital	Bain's Whisky	<a href="#">Bain's XMriam Makeba - Pata Pata Reimagined</a>
Craft Certificate	Radio Station Commercials	Retroviral	Ryobi	<a href="#">Map1mp1</a>
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	Rapport	<a href="#">Dis nie elke dag nie. Dis Sondag.</a>
Craft Certificate	Radio Station Commercials	HelloFCB+	Ninety One	<a href="#">Isn't it time to change how you see investing?</a>
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	Rapport	<a href="#">Dis nie elke dag nie. Dis Sondag.</a>
Craft Certificate	Radio Station Commercials	Sentient Creative	kykNET Silwerskermfees	<a href="#">Gekerfde lig - Carving light</a>
Craft Certificate	Radio Station Commercials	Retroviral	Ryobi	<a href="#">Map1mp1</a>
Craft Certificate	Radio Station Commercials	Afropulse Media	Nedbank	<a href="#">Nedbank Cup</a>
Craft Certificate	Radio Station Commercials	Afropulse Media	SuperSport	<a href="#">Nedbank Cup</a>
Craft Certificate	Radio Station Commercials	Dit&Dat Ontwerp	Rapport	<a href="#">Dis nie elke dag nie. Dis Sondag.</a>
Craft Certificate	Radio Station Commercials	HelloFCB+	Ninety One	<a href="#">Isn't it time to change how you see investing?</a>
Craft Gold	Radio Station Commercials	Hoorah Digital	Bain's Whisky	<a href="#">Bain's XMriam Makeba - Pata Pata Reimagined</a>
<b>INTEGRATED COMMUNICATION</b>				
<b>PRIZE</b>	<b>CATEGORY</b>	<b>AGENCY</b>	<b>BRAND</b>	<b>TITLE</b>
Gold	Radio Station Commercials	Joe Public United	Castle Milk Stout	<a href="#">Last Stories Of Culture</a>
Silver	Radio Station Commercials	Dit&Dat Ontwerp	KOER	<a href="#">Vat 'n Afri-kans!</a>
<b>OUT OF HOME</b>				
<b>PRIZE</b>	<b>CATEGORY</b>	<b>AGENCY</b>	<b>BRAND</b>	<b>TITLE</b>
Campaign Silver	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Smallest Big Hunger Filler – School</a>
Silver	Radio Station Commercials	Machine_	UCOOK	<a href="#">Xhosa-fying Halloween</a>
Silver	Radio Station Commercials	Today Brand Studio Pty Ltd	Khaya's Kitchen	<a href="#">#StartWithUmpako</a>
<b>PRINT COMMUNICATION</b>				
<b>PRIZE</b>	<b>CATEGORY</b>	<b>AGENCY</b>	<b>BRAND</b>	<b>TITLE</b>

Campaign Silver	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Tot In Die Rooi - Net-nog-entjie Jolandie</a>
Gold	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Issolezwe Nuggets of Wisdom</a>
Campaign Craft Gold	Radio Station Commercials	Joe Public United	One School at a Time	<a href="#">Street Smarts - Biology</a>
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Tot In Die Rooi - Restaurant</a>
Campaign Craft Gold	Radio Station Commercials	Joe Public United	One School at a Time	<a href="#">Street Smarts - Biology</a>
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Nose</a>
Craft Certificate	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Issolezwe Nuggets of Wisdom</a>
Craft Gold	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Money Nightmares</a>
Campaign Craft Gold	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Tot In Die Rooi - Net-nog-entjie Jolandie</a>
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Nose</a>
<b>RADIO</b>				
<b>PRIZE</b>	<b>CATEGORY</b>	<b>AGENCY</b>	<b>BRAND</b>	<b>TITLE</b>
Campaign Gold	Radio Station Commercials	M&C Saatchi Abel	Chickenland: Nando's Delivery	<a href="#">Sthu-thu-thu!</a>
Campaign Gold	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Ex boyfriend</a>
Campaign Silver	Radio Station Commercials	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Elbow</a>
Silver	Radio Station Commercials	Joe Public United	Chicken Licken	<a href="#">Sounds of Craving</a>
Campaign Craft Gold	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Ex boyfriend</a>
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Flying Fish	<a href="#">Envious Body Parts - Middle Finger</a>
Craft Certificate	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Confessions Of A Non-Homeowner - Mjolo</a>
Craft Certificate	Radio Station Commercials	8909,0	Comedy Central Africa	<a href="#">Comedy Central EP "Liefde In Die Pandemie"</a>
Craft Gold	Radio Station Commercials	M&C Saatchi Abel	Chickenland: Nando's Delivery	<a href="#">Sthu-thu-thu!</a>
Campaign Craft Certificate	Radio Station Commercials	Joe Public United	Nedbank	<a href="#">Ex boyfriend</a>
Craft Certificate	Radio Station Commercials	8909	Comedy Central Africa	<a href="#">Comedy Central EP "Liefde In Die Pandemie"</a>
<b>STUDENT AWARDS</b>				
<b>PRIZE</b>	<b>CATEGORY</b>	<b>AGENCY</b>	<b>BRAND</b>	<b>TITLE</b>
Silver	Radio Station Commercials	North-West University	Rou	<a href="#">Rou - Vimeo Channel Branding</a>
Silver	Radio Station Commercials	IIE-Vega	Koo Baked Beans	<a href="#">Muddy Braai</a>
Silver	Radio Station Commercials	Red & Yellow Creative School of Business	SAN Parks	<a href="#">Waar die Blommekinders Baljaar</a>
Silver	Radio Station Commercials	IIE - Vega	Bakers Zoo Biscuits	<a href="#">Handjies Klap Koekies Bak</a>
Silver	Radio Station Commercials	IIE-Vega	Fokof Lager	<a href="#">Vir wat sê jy fokof?</a>
Gold	Radio Station Commercials	Stellenbosch Academy of Design & Photography	Woorde het Verke	<a href="#">Woorde het Verke</a>
Silver	Radio Station Commercials	IIE-Vega	Waze	<a href="#">#sediteg / #shokahle</a>
Silver	Radio Station Commercials	Stellenbosch University	Lower income preschool children in South Africa.	<a href="#">Let's dlala!</a>
Gold	Radio Station Commercials	Red & Yellow Creative School of Business	KleinVis	<a href="#">KleinVis</a>

Silver	Radio Station Commercials	Red & Yellow Creative School of Business	Kwaaie Baba Peuterkos	<a href="#">Amy Gajjar - Kwaaie Baba Peuterkos</a>
Silver	Radio Station Commercials	North-West University	Taalgenoot	<a href="#">Kuberklink</a>
Silver	Radio Station Commercials	The Open Window	N/A	<a href="#">Fun Topia Zine</a>
Gold	Radio Station Commercials	Red & Yellow Creative School of Business	Kindred Spirits	<a href="#">Die Gees is Dikker as Water</a>
Silver	Radio Station Commercials	University of Johannesburg	Appeliefie	<a href="#">Appeliefie - vir jeug en langer leef</a>
Silver	Radio Station Commercials	Stellenbosch Academy of Design & Photography	Self-authored	<a href="#">RULES OF ENGAGEMENT</a>
Craft Gold	Radio Station Commercials	Red & Yellow Creative School of Business	KleinVis	<a href="#">KleinVis</a>
Craft Certificate	Radio Station Commercials	North-West University	Taalgenoot & Fokopolisiekar	<a href="#">18 jaar later</a>
Craft Certificate	Radio Station Commercials	The Open Window	N/A Self-promotional	<a href="#">Oos Wes Creations</a>
Craft Certificate	Radio Station Commercials	Red & Yellow Creative School of Business	SAN Parks	<a href="#">Waar die Blommekinders Baljaar</a>
Craft Certificate	Radio Station Commercials	North-West University	Taalgenoot	<a href="#">Soetsisters</a>
Craft Gold	Radio Station Commercials	North-West University	Taalgenoot	<a href="#">Kuber Klink</a>
Craft Certificate	Radio Station Commercials	North-West University	Taalgenoot & Fokopolisiekar	<a href="#">18 jaar later</a>
Craft Certificate	Radio Station Commercials	Red & Yellow Creative School of Business	Youth Cafe's City of Cape Town	<a href="#">Be Brighter</a>
Craft Certificate	Radio Station Commercials	STELLENBOSCH ACADEMY OF DESIGN & PHOTOGRAPHY	SELF-AUTHORED	<a href="#">RULES OF ENGAGEMENT</a>
Silver	Radio Station Commercials	IIE-Vega	Durex	<a href="#">Seksie Perfeksie</a>

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