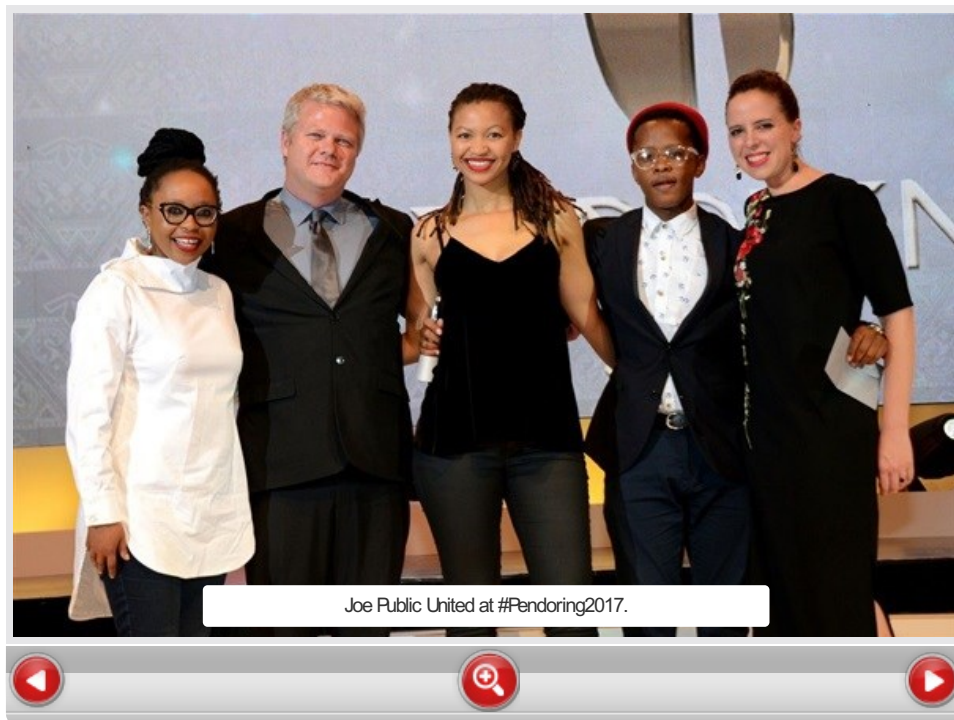


Praat met... Joe Public United

By Leigh Andrews

22 Nov 2017

The Pendoring Awards not only reward marketing communication in all of SA's indigenous languages apart from English, they've also created their own ranking. Here's why second-ranked Joe Public United believes Madiba's sentiment that when you speak to someone in their mother-tongue, you really do speak to their hearts.



The 'spectacular Joes' featured highly in the [Creative Circle's interim tables](#) for the year, both for individual agency Joe Public United and agency group Joe Public Group based on 2017 results from Cannes, D&AD, One Show and the Loeries, but their results on the SA-specific award track are equally impressive.



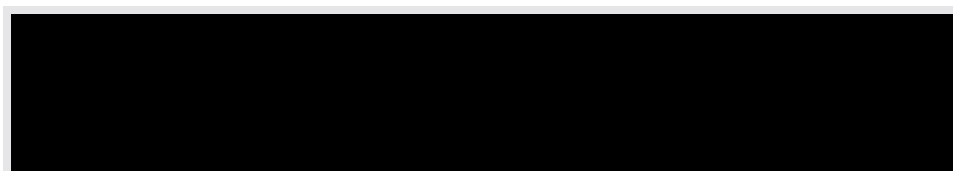
ALL THE #PENDORING2017 WINNERS!

27 Oct 2017



For example, they did extremely well at this year's Pendoring Awards, ranked as second-best agency overall with 58 points in total, and bringing home campaign Gold for Jet's 'Amagxaba Angay'zolo' or 'Hand-me-downs' Zulu radio station commercial:

Joe Public United was also responsible for four Silver Pendorings – for Centre for Communication Impact's Zazi Zulu 'Mother's Day Dedication' tactical spot under radio branded content; People Opposing Women Abuse's (Powa) Afrikaans 'Hy het daarvoor gevra' campaign under radio station commercials; Chicken Licken's Zulu 'Valentine's Day Inner Peace' campaign, also under radio station commercials; and Adcock Ingram's Afrikaans 'Kopseer' campaign under print communication: magazine advertising.





They also picked up a ‘Television, film and video crafts – special visual effects’ craft certificate for the Afrikaans and Zulu ‘iWyzé takes control when you can’t’ – all this from a total entry shortlist of 13, the highest of any agency across the board.

Here, creative director Claudi Potter let us in on why it’s so important to celebrate advertising in the vernacular...

■ ***There are so many industry awards, local and global, what makes the Pendorings stand out for you?***

With the inclusion of the rest of Africa and Middle-East to the Loeries, the Pendorings remain the only creative awards that truly celebrate local work.

The fact that it's open to all official languages except English makes it an important event to celebrate and encourage mother-tongue and indigenous advertising, and it reminds advertisers and agencies that a South African audience is incredibly diverse.

📌 **Why is it important to celebrate advertising in the vernacular?**

I think I may be stealing an old campaign line from the Pendorings here, as well as those of Madiba, but I agree that when you speak to someone in their mother-tongue, you speak to their hearts.

And you can feel it, the reaction to vernacular radio at the Pendorings is incredible, it changes the energy of the entire room!

📌 **Who do you admire most in the industry in this regard and why?**

I admire every client who puts in a brief for vernacular work, rather than merely creating work in English and translating it poorly. We can't create the work if there is no demand for it.



If vernacular advertising performs well, the results cannot be ignored

Pendoring 23 May 2017



I think efforts from Creative Circle and other industry bodies to promote transformation and elevate younger talent will certainly also encourage a greater pull from agencies to make more locally relevant, original pieces in all languages.

📌 **Elaborate on the importance of celebrating creativity across all our local languages.**

There isn't nearly enough literature or film in indigenous languages, but driving creative advertising in all languages is a start. People light up, laugh louder and engage so much more when you speak to them in their own language.

📌 **What are you most excited about workwise as we head towards 2018?**

More fun. More growth. More local. More lekker.



#Pendoring2017: Official ranking of the winners and finalists!

14 Nov 2017



Sounds like an exciting starting point, sure to get tongues wagging in all local languages. Click through to the [Pendoring press office](#) or our [Pendoring special section](#) for more, and be sure to follow Joe Public United on [Twitter](#) and [Instagram](#) for their latest updates.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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