

# 2021 Pendoring e tjhunwa ke Hollard Awards winners and rankings announced

The Pendoring e tjhunwa ke Hollard Awards announced their 2021 winners on Thursday in a virtual ceremony live streamed from Hollard's Villa Arcadia, hosted by comedian and satirist, Coconut Kelz; visual artist, Lady Skollie; musicians uKhoiKhoi and 1Revolution Brass Band and dancers Mbali Nkosi and Charlston Van Rooyen.



Coconut Kelz

Employing over-the-top antics and farce, the cast pushed the limits of South African humour while celebrating what Pendoring stands for: promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

2021 was a bumper year that saw a 24% increase in entries, 42% more finalists in the Digital Communications category, 22% more finalists in the student awards and 35% more finalists in the Radio & Audio category.

Pendoring GM Eben Keun is understandably thrilled, "Thank you to all the agencies, publishing houses and schools that entered the Pendoring Awards this year. We saw pronounced growth not just in total entries, but in specific languages: isiZulu entries increased by 138.89%; Sepedi entries doubled; Setswana entries are up by 222%; Xitsonga entries increased by 142.85%; and we received our first entry in N|uu this year. This indicates true change beginning to take shape within our industry, and brands continuing to tell authentic stories in indigenous languages.

"We are also proud to announce our top-ranked agencies for 2021. Congratulations and thank you for pursuing excellence with SA's indigenous language creative content."

## Prestigious Umpetha Award

This year's Prestigious Umpetha Award is shared by TBWA \ Hunt Lascaris and Toasted Samish, who worked together on the integrated campaign: Shwii by Nissan. The campaign, which also won in Digital and Radio & Audio categories, hacked and disrupted the popular navigation app Waze, to create their own set of isiZulu commands that are suited to local drivers.

Boniswa Pezisa, the Pendoring jury president for 2021 commented, “Most distinctive of all the entries is this year’s Prestigious Umpetha Award winner, which stands heads and shoulders above the rest of its competitors, as it pushed the boundaries by digging deeper into the depths of the rich melodic sounds and gestures of the language. Leveraging nuance and culture of everyday speak, blending it into a rich poetic tapestry of sound. The sound that can only emerge from Mzansi. Halala Umpetha!!!”

#### **Overall student winner**

The 2021 Overall Student Winner goes to Red & Yellow Creative School of Business, Cape Town, for Ichebetyu Goes A Long Way, an integrated campaign that plays off the insight that South Africans can make that last bit of Sunlight Laundry Soap last a very long time.



Airtime scratch card and recharge.

After customers had traded their ichebetyus, they received an airtime voucher on which a scratch-card feature was printed.

Upon claiming the airtime voucher, an automated SMS was sent to the customer. This gave them the opportunity to vote for the community they believed needed cleaning. Communities that received the most votes, were cleaned using the ichebetyu collected throughout the campaign.

The English translation for the scratch card reads:

R5 Airtime.  
Ichebetyu goes a long way.  
Scratch to reveal voucher.

The English translation for the SMS reads:

Hi! You've just redeemed a R5 airtime voucher with Sunlight. Vote now for Sunlight to work an ichebetyu miracle on your community for FREE! Vote by replying with the number of the community you want to vote for:

1. Egoli
2. E Bonnytown
3. E Masiphumelele

The community with the most votes will be cleaned with Sunlight using your donated ichebetyu. Ichebetyu goes a long way.



[click to enlarge](#)

Heidi Brauer, chief marketing officer for headline sponsors Hollard, said “As we enter this special decade, we just know that the world-class entries delivered by all our finalists will inspire more South Africans to produce work in our beautiful and diverse mother tongues. In this sense, the Pendorings really do act as a catalyst for positive and enduring change in Mzansi, which aligns so nicely with Hollard’s organisational purpose.”

## Rankings

Pendoring has also announced the rankings for 2021. The top agency this year, Joe Public United, won several Gold Pendorings for their Castle Milk Stout ClanBeat campaign and for their Chicken Licken Humble Achaar radio campaign.

## Pendoring 2021 top 12 Agencies

1. Joe Public United
2. TBWA \ Hunt Lascaris
3. FCB
4. Toasted Samish
5. Boomtown
6. Abnormal
7. Dit&Dat Ontwerp
8. King James Group
9. Sauce Advertising
10. Ogilvy South Africa
11. 8909
12. Afropulse Media

## Pendoring 2021 top 5 Content Publishers

1. Pan MacMillan
2. New Africa Books
3. Naledi
4. Klyntji.com
5. ATKV

## Pending 2021 Top 8 Schools/Universities

1. Red & Yellow Creative School of Business
2. IIE-Vega
3. AAA School of Advertising
4. North-West University
5. The Open Window
6. Stellenbosch Academy of Design and Photography
7. The Creative Academy, Cape Town
8. Boston Media House

Says Pezisa: “Come back, inspire and push the frontiers further in 2022 and usher in the Unesco Decade of Indigenous Languages with your dignified quirky presence.”

## All the winners

PRESTIGIOUS UMPETHA AWARD				
PRIZE	AGENCY	ENTRY TYPE	BRAND	TITLE
Prestigious Umpetha Award	TBWA\ Hunt Lascaris AND Toasted Samish	Integrated Multimedia – Campaign	Nissan South Africa	<a href="#">Shwii by Nissan</a>
STUDENT OVERALL WINNER				
Overall Student Winner	Red & Yellow Creative School of Business	Student Integrated Multimedia - campaign	Sunlight	<a href="#">Ichebetu Goes A Long Way</a>
DIGITAL COMMUNICATION				
Gold	TBWA\ Hunt Lascaris	Social Media	Nissan South Africa	<a href="#">Shwii by Nissan</a>
Silver	Joe Public United	Social Media	Flying Fish - AbinBev	<a href="#">Local Gifts</a>
Silver	Sauce Advertising	Digital Applications, Games & Interactive Tools	Wimpy	<a href="#">We love it when you #TalkLocal</a>
Craft Certificate	Dit&Dat Ontwerp	Digital Crafts – Writing	KOER - Afrikaans Dating App	<a href="#">Koes die Ongemak / Dodge the Awkwardness</a>
Craft Certificate	8909	Digital Crafts – Writing	GSK / Med-Lemon	<a href="#">Bra Shakes</a>
Craft Gold	TBWA\ Hunt Lascaris	Digital Crafts – Use of Technology	Nissan South Africa	<a href="#">Shwii by Nissan</a>
DESIGN				
Silver	Joe Public United	Logos	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Logo</a>
Gold	Joe Public United	General Design	Castle Milk Stout - ABinBev	<a href="#">ClanBeat Vinyl</a>
Silver	Africa Open Institute	Publication Design – Single element	Naledi	<a href="#">Die Wrede Relas van Vuilgat en Stilte</a>
Gold	Pan Macmillan	Publication Design – Whole Publication	Pan Macmillan South Africa	<a href="#">SIMUNYE (Zulu picturebook)</a>
Gold	Pan Macmillan	Publication Design – Whole Publication	Pan Macmillan South Africa	<a href="#">The Girl with 21 Questions (Setswana picturebook)</a>
Silver	New Africa Books	Publication Design – Whole Publication	New Africa Books	<a href="#">Mpumi and Jabu's Magical Day (11 languages)</a>
Silver	Pan Macmillan	Publication Design – Whole Publication	Pan Macmillan South Africa	<a href="#">Krok en Dil (graphic novel for young readers)</a>
Silver	New Africa Books	Publication Design – Whole Publication	New Africa Books	<a href="#">RainBeast</a>
Silver	ATKV	Publication Design – Whole Publication	ATKV	<a href="#">Taalgenoot</a>

Silver	Dit&Dat Ontwerp	Design for Digital	KOER - Afrikaans Dating App	<a href="#">Koes die Ongemak / Dodge the Awkwardness</a>
Craft Gold	Joe Public United	Design Crafts – Illustration	Castle Milk Stout - ABinBev	<a href="#">ClanBeat Vinyl</a>
<b>FILM</b>				
Silver	King James Group	Television & Cinema Commercials with production budget under R1m	TymeBank	<a href="#">Save What Matters</a>
Gold	Joe Public United	Online Film & Commercials	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Culture Will Never Die</a>
Craft Gold	Joe Public United	Film Crafts – Direction	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Culture Will Never Die</a>
Craft Gold	Joe Public United	Film Crafts – Cinematography	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Culture Will Never Die</a>
Craft Certificate	Joe Public United	Film Crafts – Writing	Chicken Licken	<a href="#">Khumbul'ekhaya</a>
Craft Gold	Joe Public United	Film Crafts – Special Visual Effects	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Culture Will Never Die</a>
Craft Certificate	Klyntji	Film Crafts – Editing	Klyntji	<a href="#">Die herrie is los op Klyntji.com</a>
Craft Gold	Joe Public United	Film Crafts – Original Music & Sound Design	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Culture Will Never Die</a>
Campaign Craft Gold	HelloFCB+	Film Crafts – Performance	City of Cape Town	<a href="#">Boys Do What Men Teach Them - Touch</a>
Campaign Craft Gold	HelloFCB+	Film Crafts – Performance	City of Cape Town	<a href="#">Boys Do What Men Teach Them - Catcall</a>
<b>INTEGRATED COMMUNICATION</b>				
Gold	Joe Public United	Integrated Multimedia – Campaign	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - Campaign</a>
Gold	TBWA\ Hunt Lascaris	Integrated Multimedia – Campaign	Nissan South Africa	<a href="#">Shwii by Nissan</a>
Silver	Sauce Advertising	Integrated Multimedia – Campaign	Wimpy	<a href="#">We love it when you #TalkLocal</a>
<b>LIVE</b>				
Silver	Joe Public United	Live Events	Castle Milk Stout - ABinBev	<a href="#">Ancestors Day</a>
Silver	Boomtown	Live Activations	National Glass	<a href="#">The Last Child</a>
Craft Certificate	Boomtown	Live Crafts – Art Direction/Stylist	National Glass	<a href="#">The Last Child</a>
<b>OUT OF HOME</b>				
Silver	Boomtown	Outdoor Media	National Glass	<a href="#">The Last Child</a>
Gold	Joe Public United	Direct Mail	Castle Milk Stout - ABinBev	<a href="#">ClanBeat Vinyl</a>
Silver	Joe Public United	Direct Mail	Chicken Licken	<a href="#">SoulFuel Lamp</a>
Silver	Boomtown	Ambient	National Glass	<a href="#">The Last Child</a>
<b>PRINT COMMUNICATION</b>				
Campaign Silver	Joe Public United	Newspaper & Magazine Advertising	Chicken Licken	<a href="#">Hungrier Stories - Pusha</a>
Campaign Silver	Joe Public United	Newspaper & Magazine Advertising	Chicken Licken	<a href="#">Hungrier Stories - Vaya</a>
Campaign Silver	Joe Public United	Newspaper & Magazine Advertising	Chicken Licken	<a href="#">Hungrier Stories - Jaiva</a>
Silver	King James Group	Newspaper & Magazine Advertising	TYMEBANK	<a href="#">SAVE WHAT MATTERS</a>
Campaign Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Chicken Licken	<a href="#">S'Dumo Burger - Mzansi Jackson</a>
Campaign Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Chicken Licken	<a href="#">S'Dumo Burger - Mzansi Lopez</a>
Campaign Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Chicken Licken	<a href="#">S'Dumo Burger - Mzansi Houston</a>
Craft Certificate	Joe Public United	Print & OOH Crafts – Art Direction	Assupol	<a href="#">Amaduduzo - u-Matras</a>
Craft Certificate	Joe Public United	Print & OOH Crafts – Writing	Vital	<a href="#">Whenthere'snotimeforbreaks</a>
Craft Certificate	Joe Public United	Print & OOH Crafts – Photography	Assupol	<a href="#">Amaduduzo - u-Matras</a>
Campaign Craft Certificate	Abnormal	Print & OOH Crafts – Illustration	Craft Homes	<a href="#">Braai vs. Slaai</a>
Campaign Craft Certificate	Abnormal	Print & OOH Crafts – Illustration	Craft Homes	<a href="#">Klassiek vs. kontemporêr</a>
Campaign Craft Certificate	Abnormal	Print & OOH Crafts – Illustration	Craft Homes	<a href="#">Skerm vs. skuil</a>
<b>RADIO &amp; AUDIO</b>				
Campaign Silver	Joe Public United	Radio Station Commercials	Chicken Licken	<a href="#">Humble Achaar - Fork 'n Knife</a>
Campaign Silver	Joe Public United	Radio Station Commercials	Chicken Licken	<a href="#">Humble Achaar - Instagram</a>

Campaign Silver	Joe Public United	Radio Station Commercials	Chicken Licken	<a href="#">Humble Achaar - Gordon Ramsay</a>
Campaign Gold	TBWA\ Hunt Lascaris	Internet & Mobile Audio Commercials	Nissan South Africa	<a href="#">Ngola yamalahle</a>
Campaign Gold	TBWA\ Hunt Lascaris	Internet & Mobile Audio Commercials	Nissan South Africa	<a href="#">Stuthuthu</a>
Campaign Gold	TBWA\ Hunt Lascaris	Internet & Mobile Audio Commercials	Nissan South Africa	<a href="#">Ganda Ganda</a>
Gold	Toasted Samish	Internet & Mobile Audio Commercials	Nissan SA	<a href="#">Asithi Shwii</a>
Silver	Joe Public United	Internet & Mobile Audio Commercials	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - KoMama</a>
Campaign Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Chicken Licken	<a href="#">Humble Achaar - Fork 'n Knife</a>
Campaign Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Chicken Licken	<a href="#">Humble Achaar - Instagram</a>
Campaign Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Chicken Licken	<a href="#">Humble Achaar - Gordon Ramsay</a>
Craft Certificate	Joe Public United	Radio & Audio Crafts – Direction	Castle Milk Stout - ABinBev	<a href="#">Great S.African Fal'Story - Bhambatha Rebellion</a>
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Writing	Nissan South Africa	<a href="#">Ngola yamalahle</a>
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Writing	Nissan South Africa	<a href="#">Stuthuthu</a>
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Writing	Nissan South Africa	<a href="#">Ganda Ganda</a>
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Writing	Chicken Licken	<a href="#">Humble Achaar - Fork 'n Knife</a>
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Writing	Chicken Licken	<a href="#">Humble Achaar - Instagram</a>
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Writing	Chicken Licken	<a href="#">Humble Achaar - Gordon Ramsay</a>
Craft Certificate	Joe Public United	Radio & Audio Crafts – Writing	Nedbank	<a href="#">A lot can happen in 12 months - Hip Hop</a>
Craft Certificate	Joe Public United	Radio & Audio Crafts – Writing	Castle Milk Stout - ABinBev	<a href="#">Great S.African Fal'Story - Bhambatha Rebellion</a>
Craft Gold	Joe Public United	Radio & Audio Crafts – Original Music & Sound Design	Castle Milk Stout - ABinBev	<a href="#">ClanBeat - KoMama</a>
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Performance	Nissan South Africa	<a href="#">Ganda Ganda</a>
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Performance	Nissan South Africa	<a href="#">Ngola yamalahle</a>
Campaign Craft Gold	TBWA\ Hunt Lascaris	Radio & Audio Crafts – Performance	Nissan South Africa	<a href="#">Stuthuthu</a>
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Performance	Chicken Licken	<a href="#">Humble Achaar - Fork 'n Knife</a>
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Performance	Chicken Licken	<a href="#">Humble Achaar - Instagram</a>
Campaign Craft Gold	Joe Public United	Radio & Audio Crafts – Performance	Chicken Licken	<a href="#">Humble Achaar - Gordon Ramsay</a>
Craft Certificate	Joe Public United	Radio & Audio Crafts – Performance	Castle Free - ABinBev	<a href="#">Dorp/Dop - Sokkie</a>
<b>STUDENT AWARDS</b>				
Gold	IIE-Vega	Social Media	ZamBuk	<a href="#">ZamBuk Commission</a>
Silver	AAA School of Advertising	Social Media	Aware.org	<a href="#">Isibonelo Esihle</a>
Silver	Red & Yellow Creative School of Business	Digital Applications, Games & Interactive Tools	ATKV	<a href="#">Brak en Jan</a>
Silver	North-West University	General Design	Robertson's Spices	<a href="#">The King and Queen of the Spice Route</a>
Silver	North-West University	Publication Design - Single element	Taalgenoot	<a href="#">Zaan kultuur</a>
Silver	North-West University	Package Design	Robertson's Spices	<a href="#">The King and Queen of the Spice Route</a>
Silver	Red & Yellow Creative School of Business	Outdoor Media	Sunlight	<a href="#">Ichebetyu Billboard</a>
Silver	Red & Yellow Creative School of Business	Outdoor Media	BlackandBrownSkin.uk	<a href="#">Ungavumeli umhlaza wolusu ukuchwechwele</a>
Craft Certificate	North-West University	Student Print, Design & OOH Crafts – Illustration	Taalgenoot	<a href="#">Zaan kultuur</a>

Craft Certificate	North-West University	Student Print, Design & OOH Crafts – Typography	Taalgenoot	<a href="#">Zaan kultuur</a>
Gold	Red & Yellow Creative School of Business	Student Integrated Multimedia - campaign	Sunlight	<a href="#">Ichebetyu Goes A Long Way</a>

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