

Joe Public masters the Pendorings

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At the Pendorring Awards held on Friday the 19th of September, Joe Public South Africa walked away with three Golds as well as the overall, highly sought-after Prestige Award. The Pendorings, celebrating great creativity in Afrikaans, is increasing in stature each year, highlighting the lucrative Afrikaans market which marketers too often forget to speak to.

"We are elated," says Joe Public's MD, Gareth Leck. "Our philosophy is based on creating work that taps into human insights in order to best deliver relevant creative that stands out and gets noticed. To be recognised for doing so within the Afrikaans market at the recent Pendorring awards is fantastic confirmation that we are delivering."

Joe Public was awarded Gold for its 'Jantjie', 'Naas' and 'Noot vir Noot' Clover campaign in the newspaper category; Gold in the magazine category for kalahari.net's 'Tweedehandse Anatomie' and 'Tweedehands Raka' and Gold in the category Original Afrikaans, again for kalahari.net's Tweedehandse Raka.

As reported by Bizcommunity and according to Leon Jacobs, executive creative director of Saatchi & Saatchi Hong Kong and this year's international Pendorring judge, Joe Public's work has really moved Afrikaans advertising goalposts considerably. "This agency was not only successful elsewhere with their English work, but has once again shown that frontier-moving work, that will make people sit up and take notice, can be created in Afrikaans."

"It is as if a fresh breeze of excellent creative work has blown through the Afrikaans advertising landscape. This year's Pendorring winners are some of the best in the competition's 14 years of existence," says Jacobs.

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