

# Demonstrating the power of human truth in culturally-relevant content

By [Danette Breitenbach](#)

1 Nov 2019

Last week's Pendering Awards saw a total of 21 golds handed out - 10 Golds, 4 Craft Golds and Campaign Golds and three Campaign Craft Golds.



Team TBWA\Hunt Lascaris Johannesburg. Image supplied.

The Awards, which took place at the University of Johannesburg Art Centre, also saw TBWA\Hunt\Lascaris Johannesburg awarded top honours with the Umpetha Award for their client, The City Lodge Hotel Group for the radio campaign, *The Real Cost of Being Zulu-Makoti*, Umsebenzi, Nsizwa.



#Loeries2019: TBWA Hunt Lascaris's Peter Khoury on why 'The Real Cost' is truly iconic

Maroefah Smith 4 Sep 2019



The agency also took home three golds and a silver. Other gold winners include The Odd Number which took home four golds, while Joe Public and Joe Public Connect one (total four), FCB took home three, and Promise, Grey Africa and Today Brand Studio awarded one gold each.

## South African magic

"We couldn't be prouder," says TBWA\Hunt\Lascaris Johannesburg' chief creative officer, Peter Khoury. "We have committed ourselves to locating and involving brands into modern culture, and these ads did just that. We are extremely proud that they received the recognition that they deserve, so a big thanks to the judges and Pendering for awarding it the highest prize."



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The Odd Number's Terry McKenna, executive creative director, is incredibly proud of the agency's performance and so pleased for all their teams that won last night. "Everybody has worked so hard throughout the year, and last night they got the recognition I believe they richly deserve."

FCB Joburg's chief creative officer, Ahmed Tilly says FCB Joburg's performance at the Pendorings is important for the agency. "The work that won is all real work, for real South Africans. To be recognised for creativity that is unmistakably and unapologetically South African is a great honour - for us and for all our clients who have the courage to show up in an unexpected, evocative and contagious manner. May South African magic always win."



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Xolisa Dyeshana, chief creative officer, Joe Public expressed the agency's delight at winning at the Awards. "We are proud to be recognised for these accolades especially being awarded for creativity that is authentically South African."

He adds that winning at Pendorings is important because the agency nurtures diversity and distinctive creative solutions. "We believe, like Nelson Mandela, that if you talk to a man in his own language it goes to his heart. Ideating creative concepts that germinate from the multitude of culturally diverse languages in our country means that we can cultivate powerful work, which not only builds brands but ultimately grows our country," he says.



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Leigh Andrews 25 Oct 2019



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## Insight no longer exists in translation

He adds that what makes Pendorings important is that clients and brands that continue to connect with South Africans recognise that insight no longer exists in translation. "Brands cannot merely be translated in order to be "vernacularised" their communications and brands to be relevant. Therefore, developing local industry talent and ideas that can demonstrate the power of human truth in culturally-relevant content is key," he states.

"The importance of the Pendorings as an award show that only celebrates creative advertising in all South African indigenous languages is that it inspires and encourages young South Africans to use their mother tongue to their own advantage in a career in the creative industries," says Khoury.

McKenna says that winning at Pendorings is important because it confirms to their clients and the people that work at the Odd Number, that they are on the right path and that if they stay the course, the work will continue to get better and better.



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"South Africa is a country with 11 official languages, and this for me, is the one award show that truly celebrates and encourages creativity in all of them," McKenna says.

Joe Public also claimed seven silvers with Joe Public Connect taking two. FCB took home five silvers and TBWA\Hunt\Lascaris one.

This was the first time in the 24 years of the Pendorings that the isiZulu language entries outnumbered any other language entries. A record number of 378 entries were received this year.

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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