

PENDORING

2010
AWARDS



ad>antage
THINK BIG! MEDIA | MARKETING | ADVERTISING

2010

Pendoring Winners celebrated in style

ALL THE WINNERS

ADVERTISING (ABOVE-THE-LINE)

TV/CINEMA

(with a production budget exceeding R350 000)

SILVER

Title: Skaap
Agency: Drafftcb Johannesburg
Advertiser: Toyota
Agency art directors: Ivor Forrester, Ansaawf Jakoet, Kush Chetty
Agency producer: Rachel Andreotti
Cinematography: Clive Sacke
Creative director: James Cloete
Director: Dean Blumberg
Editing: Tessa Ford
Executive creative directors: James Cloete, Brett Morris
Producer: Boris Vosgatter
Music & sound: Louis Enslin
Production company: Bouffant
Writers: Molefi Thulo, Craig Walford, Candice Claassen

TV/CINEMA

(with a production budget less than R350 000)

Silver

Title: Møre met Francois
Agency: Saatchi & Saatchi
Advertiser: Essentiale
Agency art directors: Marais Janse van Rensburg, Keshia Meyerson
Agency Producer: Vernadi Simpson
Art director/stylist: Theo Kleynhans
Cinematography: Mark Lennard
Creative director: Adam Wittert
Director: Etienne de Villiers
Editing: Angela Whitehouse
Executive creative director: Adam Wittert
Music & sound: Van Coke Kartel, Adam Howard
Producer: Herman le Roux
Production company: Passing Trains



VFX: Pudding, Ministry of Illusion
Writer: Dhasagan Pillay

RADIO/JINGLES

SILVER

Title: Hiluxie
Agency: Drafftcb Johannesburg
Advertiser: Toyota
Agency Producer: Karin Keylock
Creative director: Tian van den Heever
Executive creative director: James Cloete
Music & sound: Louis Enslin
Production company: Produce
Writers: Stefanus Nel, Annette Nel

NEWSPAPERS

GOLD

Title: Hannelie, Bettie, Melanie (campaign)
Agency: Joe Public
Advertiser: kalahari.net
Art director: Louise Hutchinson
Creative director: Pepe Marais
Executive creative director: Pepe Marais
Photographer: Michael Meyersfeld
Stylist: David Hutt
Writers: Antoinette Fourie, Lisa Goldsmith, André de Wet

MAGAZINES

SILVER

Title: Die storie in die storie
Agency: Drafftcb Cape Town
Advertiser: Die Burger
Art director: Declan Sharp
Executive creative directors: Francois de Villiers, Glynn Venter
Photographer: Malcolm Dare
Production company: Drafftcb Cape Town
Writer: André de Wet

SILVER

Title: Riaan
Agency: Joe Public
Advertiser: Pendoring 2009
Art director: Simone Rossum
Creative directors: Maciek Michalski, Pepe Marais
Executive creative director: Pepe Marais
Photographer: David Prior
Writer: Antoinette Fourie

POSTERS

GOLD

Title: Bennie Boekwurm, Haas Das, Liewe Heksie (campaign)
Agency: Joe Public
Advertiser: Pendoring 2009
Art director: Simone Rossum
Creative directors: Maciek Michalski, Pepe Marais
Executive creative director: Pepe Marais
Photographer: David Prior
Writer: Antoinette Fourie

SILVER

Title: Jakkals trou met wolf se vrou
Agency: Drafftcb Johannesburg
Advertiser: Lexus
Art directors: Alan Lewus, Marcus Moshapalo
Creative director: Grant Jacobsen
Executive creative director: Grant Jacobsen
Production company: Finset
Writer: Morné Strydom

SILVER

Title: Hiertjou-broodblik;Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier; Roekelose-rampokker-resieskombie; Spytjytgekyk-driehoek-baibroek (campaign)
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books
Art director: Renier Zandberg
Creative director: Bridget Johnson
Executive creative director: Fran Luckin
Illustrator: Renier Zandberg
Writer: Nico Botha

→ OUTDOOR ADVERTISING

No award

→ AMBIENT

SILVER

Title: Stirrers
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books
Agency art directors: Marianne van Onselen, Robyn Bergmann
Agency producers: Maree Hofmeyer, Shirley Wagner
Art director/stylist: Marianne van Onselen
Creative director: Fran Luckin
Executive creative director: Fran Luckin
Illustrator: Dov Fedler
Production company: Greg Pentopolous, Oaktree Studio
Writers: Chad Wright, Stephanie van Niekerk

→ ONLINE

SILVER

Title: My buurvrou
Agency: Etiket
Advertiser: Sondag
Agency producer: Christine Pretorius
Art director/stylist: Paul de Klerk
Designer: Paul de Klerk
Director: Paul de Klerk
Executive creative director: Paul de Klerk
Photographer: Pieter Joubert
Programmer: Justin Doyle
Strategy: Janhendrik Oosthuizen, Tiaan Ras/ Ricardo Rocha, Paul de Klerk
Writer: Paul de Klerk

→ MIXED MEDIA CAMPAIGN (ABOVE-THE-LINE)

No award

→ COMMUNICATION DESIGN

GOLD

Title: Pending - Adventkalender
Agency: Joe Public
Advertiser: Pending 2009
Art director: Simone Rossum
Creative directors: Maciek Michalski, Pepe Marais
Executive creative director: Pepe Marais
Designers: Simone Rossum, Marina de Lange
Writer: Antoinette Fourie



GOLD

Title: "80"
Agency: Draffcb Cape Town
Advertiser: Santam
Creative director: Paul Carstens
Designer: Paul Carstens
Photographer: Chad Henning
Production company: Draffcb Cape Town

EXPERIENTIAL MARKETING

→ DIRECT MARKETING & PROMOTIONS

GOLD

Title: Man trou met Logo
Agency: Baie-lingual Blink Stefanus
Advertiser: Blink Stefanus
Agency art directors: Susan Aukema, Sarita Immelman, Marcelle Labuschagne
Agency producer: Jackie Nel
Creative directors: Annette Nel, Stefanus Nel
Designer: Susan Aukema
Executive creative directors: Annette Nel, Stefanus Nel
Production company: Picture Tree
Writers: Annette Nel, Stefanus Nel

→ DIGITAL MEDIA

No award

→ MIXED MEDIA CAMPAIGN (BELOW-THE-LINE)

GOLD

Title: Afskepveldtog
Agency: Joe Public
Advertiser: Pending 2009
Agency art Director: Simone Rossum
Agency producer: Bronwyn James
Animation: Injozi, Etiket
Creative directors: Pepe Marais, Maciek Michalski
Designers: Simone Rossum, Marina de Lange
Digital artist/multimedia: Injozi
Executive creative director: Pepe Marais
Music & sound: Louis Enslin, Produce Sound
Photographer: David Prior
Writer: Antoinette Fourie

SILVER

Title: kykNET KKNK
Agency: tbsp///beyond the line
Advertiser: kykNET
Agency art director: Dewald van Zyl
Agency producer: Anca Moore
Creative director: Dewald van Zyl
Writer: Niki van Coller

GENERAL

→ BEST PAY-OFF LINE/EXPRESSION/HEADING

No award

→ ORIGINAL AFRIKAANS

GOLD

Title: Hiertjou-broodblik;Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier; Roekelose-rampokker-resieskombie; Spytjytgekyk-driehoek-baibroek (plakkaatveldtog)
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books
Art director: Renier Zandberg
Creative director: Bridget Johnson
Executive creative director: Fran Luckin
Illustrator: Renier Zandberg
Writer: Nico Botha

→ TRULY SOUTH AFRICAN - TV

GOLD

Title: Selinah
Agency: Ogilvy Johannesburg
Advertiser: Topsy Foundation
Agency art directors: Vidette Kay, Robyn Bergmann
Agency producers: Lisa Wides, Debbie Dannheisser
Cinematography: Kim Geldenhuys, Nocks Chatiza, Terence Mchiize
Creative director: Bridget Johnson
Director: Kim Geldenhuys
Editing: Kobus Loots
Executive creative directors: Gerry Human, Fran Luckin
Music & sound: Leah Siegel/Human

Producers: Kerry Hosford, Rozanne Roche-Gray
Production company: Egg Films
VFX: Black Ginger
Writer: Stephanie van Niekerk

SILVER

Title: Beggar
Agency: Net#work BBDO Johannesburg
Advertiser: Chicken Licken
Agency art director: Sean Harrison
Agency producer: Caroline Switala
Creative director: Graeme Jenner
Director: Slim
Executive creative director: Rob McLennan
Producer: Nicci Cox
Production company: Egg Films
Writer: Wing Wing Mdlulwa

SILVER

Title: District 9
Agency: Joe Public
Advertiser: Ocean Basket
Agency art director: Simon Keeling
Agency producer: Bronwyn James
Art director/Stylist: Craig Ferguson
Cinematography: Ricky Pitcock
Creative director: Pepe Marais
Director: Craig Ferguson
Editing: Craig Ferguson
Executive creative director: Pepe Marais
Music & sound: The Public Pool
Producer: Jesse-Leigh Elfrod
Production company: The Public Pool
VFX: The Public Pool, Bladeworks
Writer: Clint Bechus

SILVER

Title: Slovo Divas
Agency: TBWA\Hunt Lascaris
Advertiser: Apartheid Museum
Agency art directors: Marvin Zwambila, Nadja Lossgott
Agency producer: Ingrid Shellard
Cinematography: Chloe Coetsee (Fringe)
Creative directors: Nicholas Hulley, Amanda Horwitz
Director: Chloe Coetsee (Fringe)
Editing: Chloe Coetsee (Fringe), Ben Horter (The Refinery)
Executive creative director: Damon Stapleton
Music & sound: Louis Enslin
Producers: Melina Mcdonald, Lorraine Smit, Nokuthula Mnyandu (Fringe)
Production companies: Bouffant, Fringe
Writer: Ruby Obeng-Tuffoh

→ TRULY SOUTH AFRICAN - RADIO

GOLD

Title: Funeral, Tatollo (campaign)
Agency: TBWA\ Hunt Lascaris
Advertiser: DOOM
Agency producer: Alison Ross
Creative director: Damon Stapleton
Director: Kamogelo Sesing
Executive creative director: Damon Stapleton
Music & sound: Jeremy
Production company: OPUS
Writers: Kamogelo Sesing, Dan Maboyane, Tebogo Suping

SILVER

Title: Forrest Gump
Agency: MetropolitanRepublic
Advertiser: Maponya Mall
Agency producer: Simone Bosman
Creative director: Spike Kunene
Executive creative director: Peter Khoury
Music & sound: Kiss and Spell, James Brett
Producer: Nicky Janse
Production company: Sonovision Radio
Writers: Napoleon Masinga, Bongani Ntombela

→ TRULY SOUTH AFRICAN - PRINT

GOLD

Title: Will Not Support England
Agency: Black River F.C.
Advertiser: Mini
Art directors: Mandie van der Merwe, Jono Garrett
Creative director: Ahmed Tilly
Executive creative director: Ahmed Tilly
Writer: Avish Gordhan

SILVER

Title: Spark Hope
Agency: Joe Public
Advertiser: Rock4AIDS
Art directors: Simone Rossum, Sophia Strydom, Freda Raubenheimer, Maciek Michalski
Creative directors: Maciek Michalski, Pepe Marais
Executive creative directors: Pepe Marais
Writer: Clint Bechus, Jeanine Vermaak

STUDENTS

→ ADVERTISING (ABOVE-THE-LINE)

GOLD

Title: Flipside (Afrikaans)
Tertiary institution: Vega the Brand Communications School Durban
Product/service: Kick Racism
Lecturer: Alex Sudheim, Clint Griffin
Student: Sharleen Hollick

SILVER

Title: Bommie, Emmer
Tertiary institution: AAA School of Advertising
Product/service: Nola
Lecturer: Linda Rademan
Students: Willie Struwig, Sean Viljoen

→ STUDENTS: DIGITAL

No award

→ MIXED MEDIA CAMPAIGN (THROUGH-THE-LINE)

GOLD

Title: Roofies
Tertiary institution: Northwest University
Product/service: MK
Lecturer: Wessie van der Westhuizen
Student: Theresa le Grange



→ TRULY SOUTH AFRICAN - ALL MEDIA

GOLD

Title: Flipside (English)
Tertiary institution: Vega the Brand Communications School Durban
Product/service: Kick Racism
Lecturers: Alex Sudheim, Clint Griffin
Student: Brendon Loughrey

SILVER

Title: Kaler Jonker, Groter Pronker
Tertiary institution: Nelson Mandela Metropolitan University
Product/service: Pronk
Lecturer: Margot Muir
Student: Reiner Swanepoel
Cover Photographer: Amor Coetzee

SPECIALS AWARDS

→ PRESTIGE AWARD WINNER

CATEGORY: ORIGINAL AFRIKAANS

Title: Hiertjou-broodblik;Kannihorie-Kakofonie-Klapsoekpyp; Papier-Vampier; Roekelose-rampokker-resieskombie; Spytjytgekyk-driehoek-baibroek (plakkaatveldtog)
Agency: Ogilvy Johannesburg
Advertiser: Exclusive Books
Art director: Renier Zandberg
Creative director: Bridget Johnson
Executive creative director: Fran Luckin
Illustrator: Renier Zandberg
Writer: Nico Botha

→ OVERALL STUDENT WINNER

CATEGORY: ADVERTISING (ABOVE-THE-LINE)

Title: Flipside (Afrikaans)
Tertiary institution: Vega the Brand Communications School Durban
Product/service: Kick Racism
Lecturers: Alex Sudheim, Clint Griffin
Student: Sharleen Hollick

→ WINNER - MENSE SE DORING

for the best liked Afrikaans advertisement the past decade
Title: Vriendelike Frikkie
Agency: Drafftcb Cape Town
Advertiser: Distell (Klipdrift)

Print advertising gets judges' stamp of approval

Print advertising, particularly in the newspaper, magazine and poster category, caught the eye of the 2010 Pendorring judges and generally got their nod. Entries in these categories were not only the best in a long time; their creative excellence was also quite remarkable, the judges concurred.

"The creative teams on a number of campaigns really went out of their way to use Afrikaans in new ways, so the work was fresh, humorous and original. Many print entries also displayed excellent art direction - it was good to see that concepts and art direction are making progress. Were it not for the Afrikaans language used, this work could have emanated from any modern-day advertising agency anywhere in the world," says NINETY9 cents Communications creative director Schalk van der Merwe.

Marianne Fraser, marketing head: eBucks, agrees: "Afrikaans is such a descriptive and innovative language, so the work that emphasised these features, truly stood out."

As was the case in the past few years, the category Truly South African (TV, radio and print) also excelled insofar as it once again highlighted the unique nature and colourful diversity of South Africa and its people, the judges agreed.

Festus Masekwameng, Mother Russia creative director, says Truly South African not only stood out because it drew the most entries, but also because the work was so diverse and interesting.

"Clearly agencies have a lot of enthusiasm for these indigenous categories as their consistent growth shows the extent to which agencies have embraced them," he reckons.

Adds freelance creative director Sandra de Witt: "The Truly South African film category demonstrates that our advertising is finding its own voice. Just a pity that most of the ads were entertaining rather than films with an idea."

MetropolitanRepublic creative director George Low adds that Pendorring can rightfully lay claim to ownership of the Truly South African category going forward, so that it can showcase the entire range of indigenous advertising.

Similarly, the students also received kudos from the judges for their entries this year.

"Generally, graphic design and crafting were excellent, however, concepts were not clear and strong enough," says specialist student judge and freelancer Hanneke Schutte.

"It'll be great if, in future, the students can devote more time to conceptualising before they start designing. Like in the agency section, the Truly South African category for students was by far the best and the winners stood out head and shoulders above the rest.

Reinher Behrens, group chief executive of McCann World Group, agrees that the student work was fresh and challenging. Youngsters should in fact already be approached and targeted at school level to ensure a strong creative source for the industry later on, he suggests.

On the other hand, the traditionally strong radio category, mixed media campaigns and outdoor were disappointing, with fewer entries than in previous years. Even the category in which Afrikaans more often than not exhibits its rich expressiveness, namely best pay-off line/expression/concept/heading, was not up to its usual high standard, the judges concurred.

While there were a few strong radio concepts, execution and production were not up to scratch, says specialist radio judge Theo Potgieter. "It's paramount that TV and radio demonstrate high production values; a good concept can easily be ruined by bad sound and production," he stresses.

Like most of his fellow judges, Morné Strydom, senior copywriter at Drafftcb, Johannesburg, reckons that the standard of the entries in the Afrikaans categories was not great this year.

"We'll have to work hard to get the standard of the work

back to its former high levels which so impressed the judges. I have a very soft spot for Pendorring and will personally do everything in my power to help Afrikaans advertising to regain its former glory," he stresses.

Argues De Witt: "The number of award-winning entries is symptomatic of the state of our industry. Not much great work is being produced. Just spend the night in front of the TV or flip through the Sunday papers...not a good place to be."

Behrens agrees that it's quite evident the entire industry is suffering. "The only work that stood out were some individual entries here and there."

Stefanus Nel, multiple Pendorring Prestige Award winner, was also not impressed with the overall quality of the work. "There were clear gaps, for example outdoor. Similarly, radio was not as strong as in previous years, but if we put shoulder to the wheel going forward, the quality of advertising is bound to improve again."

Generally speaking, Afrikaans creativity is healthy and strong, stresses Van der Merwe.

"To maintain it, we need the support of and work from the bigger agencies and brands. If the competition is stronger, the quality of the work will also improve.

"It's quite ironical that, with 28% of the country's consumer spend coming from the Afrikaans-speaking sector, more money is not invested in this market. In these challenging financial times, marketers perhaps feel they have to communicate in English instead so that they can reach as many consumers as possible with their limited marketing budgets."

However, Joe Public copywriter Antoinette Fourie reckons marketers should be made to understand how much spending power is still in the hands of the Afrikaans-speaking sector. "A brand makes a stronger connection with consumers when it communicates with them in their mother tongue - it's simply not good enough to insist on a quick translation." ●



Pendorring-judges l to r : Morné Strydom, Schalk van der Merwe, Reinher Behrens, Marianne Fraser, Leon Jacobs, Sandra de Witt, Festus Maskwameng, Antoinette Fourie, George Low, Stefanus Nel. Absent: Fred Swart.

Pendoring sponsors recognise the value of Afrikaans as marketing language



Clever marketers realise the fact that, as a consumer group, Afrikaans-speaking South Africans still have considerable buying power. They not only lead the way when it comes to the purchase of retirement annuities, funeral policies, medical scheme membership and other types of insurance, research also shows that they regularly make use of ATMs, telephone and Internet banking and online shopping.

Afrikaans speakers are also keen gardeners, invest in the maintenance and upkeep of their properties, travel the world over, enjoy classical and light music and reading. At least once a month they opt for take-aways, eat out at a restaurant and thoroughly enjoy a cuppa!

Time and time again, the importance and advantages of mother-tongue advertising have also been proven by research, here and abroad. Companies that consistently advertise in a target market's home language, also reap rich financial rewards.

This is why companies that realise the advantage of vernacular advertising, continue to support the Pendoring Advertising Awards. This year Pendoring even boasts the biggest sponsorship support in its 16-year history - with no fewer than nine gold sponsors, a silver, seven bronze sponsors and 12 other partners.

As a culture organisation that experiences, lives and actively promotes the Afrikaans language and culture, it's important that the ATKV also supports the Pendoring Afrikaans Advertising Awards to ensure that the creation of Afrikaans advertisements prospers so that every South African who speaks or understands the language, can enjoy it, says Japie Gouws, Group MD of the ATKV, which has firmly been behind the Pendoring Awards since its inception 16 years ago.

"Afrikaans may or dare not be marginalised; it also deserves a safe and secure place in Africa. By encouraging advertising people to create in Afrikaans, the ATKV also helps to strengthen the language in the advertising industry.

"There are many Afrikaans speakers in the marketing world, who cannot only use their talents in aid of Afrikaans, but can also encourage and convince the companies and firms that employ them to create Afrikaans advertisements. By doing so, they will score points and make money," stresses Gouws.

Linda Gibson, Ads24 CEO, says although Afrikaans speakers represent the third biggest language group in South Africa, the marketing and advertising community tends

to ignore Afrikaans because of the high production costs of multilingual advertising.

"However, when one takes the unduplicated readership of Afrikaans newspapers into account, it clearly shows that these readers are extremely loyal and that they cannot be reached by using English media for advertising purposes. Actually, advertisers do not realise that very few Afrikaans speakers in fact also read an English newspaper.

"As effective advertising is firmly rooted in the culture of a specific target market, the language with which that market identifies and in which the people conceptualise and think, must be taken into account in order to have an impact on that market. Marketers who ignore this truth, do so at their peril," stresses Gibson.

Beeld general manager Barnard Beukman points out that "advertisers and their agencies apply several criteria before deciding where to advertise. In difficult economic times, we believe exposure to that section of market with the highest household income is necessary for good business. This is precisely what Beeld offers."

In its own marketing campaigns, Beeld has made an interesting investment in Afrikaans advertising with an imaginative outdoor campaign that prominently propagates the Afrikaans word in several Johannesburg and Pretoria suburbs, surrounding highways and in the vicinity of the OR Tambo International Airport.

"Our outdoor campaign is but one example of how we emphasise the importance of excellent Afrikaans advertising for the Afrikaans-speaking market. The same goes for our involvement with Pendoring. Over the years, Pendoring has established itself as a true measure of the highest quality Afrikaans advertising; a sounding board where advertisers can measure themselves against the best," Beukman stresses.

The fact that Huisgenoot, South Africa's biggest and most popular family magazine, has made its debut as a gold Pendoring sponsor this year, also speaks volumes.

Says Huisgenoot marketing manager Vicki Rothman: "Huisgenoot serves nearly 2.4 million of South Africa's 4.7 million Afrikaans speakers, so it makes sense for the magazine to join in and support the Pendoring Afrikaans Advertising Awards. As South Africa's oldest magazine, Huisgenoot has an obligation to its readers to promote the Afrikaans language, she says.

"For marketers and advertisers, Huisgenoot is a natural choice in which to market and with which to associate their products. As Huisgenoot boasts the most affluent

LSM-reader group, it makes even more sense to make the magazine a natural choice if you want to speak to the heart of the Afrikaans market - with buying power. In addition, more than 40 000 Huisgenoot readers chat to each other on Huisgenoot's Facebook-group.

"With its extremely popular Skouspel music shows that annually lure music lovers to Sun City from far and wide, as well as all its other projects and initiatives to promote and support Afrikaans music, Huisgenoot has become synonymous with Afrikaans music - an industry where Afrikaans is standing tall and continues to grow every day. It's a privilege for Huisgenoot to give back to Afrikaans," says Rothman.

As the only fully-fledged Afrikaans TV channel in the world, it's important that kykNET encourages advertisers to advertise in Afrikaans, hence its loyal support of Pendoring's sustained initiative to promote and reward Afrikaans advertising, says Karen Meiring, head of Afrikaans channels at M-Net.

"As we depend on the creative sector of the industry, it's important for us to be involved with Pendoring in the sense that we want to encourage agencies to create advertisements in Afrikaans and not to simply translate ads from English. In this way the message will carry far greater punch among our viewers.

"As our viewers appreciate communication with them in Afrikaans, advertisers and marketers should go to the trouble of at least dubbing their advertisements. It's cost effective and a far more effective way of communicating with our viewers. That's why we're doing everything in our power, with inter alia our support for Pendoring, to make marketers realise the importance of Afrikaans advertising - something that will also benefit them financially," she stresses.

Rapport marketing manager Cathy Pestana, says the paper's gold sponsorship of the Pendoring Awards bears testimony to the newspaper's commitment and dedication to the furtherance of the Pendoring Awards and Afrikaans advertising in particular.

"It is paramount that Rapport remains actively involved in the promotion of creative Afrikaans advertising, not only to ensure its own future, but also to actively demonstrate its pay-off line: The promotion and future of Afrikaans are the lifeblood of the newspaper."

Francois Groepe, Media24 CEO says Pendoring not only celebrates Afrikaans advertising, the awards celebrate South Africa's people. "It celebrates their language and culture - particularly their creativity, passion, sense of

humour and heartbeat. Media24 considers its participation in and support of Pendorring both as an investment in the preservation of all of these qualities and as a celebration of our rich cultural diversity.

"In addition, Afrikaans has an extremely important task to empower and uplift all the people who use the language as their most important and even only communication medium so that they can follow a career and enrich themselves educationally. As one of the three most spoken languages in South Africa, Afrikaans therefore plays a very important role in educating the previously disadvantaged. Likewise, as a responsible corporate citizen, Media24 also plays an important role in this regard," says Groepe.

Rapport boasts more than 1,4m readers who buy the newspaper every Sunday to keep abreast of news and information, and for commentary on the past week's events, in the language they feel comfortable with, "therefore it is crucial that Afrikaans marketing messages are also accessible to them", says Pestana.

Pieter Klerck, senior manager: planning and advertising at Toyota South Africa, says Afrikaans-speaking South Africans have always been kind and loyal towards Toyota.

"For this reason the company once again supports Pendorring this year, helping to promote Afrikaans advertising. However, it's important that Afrikaans is promoted by the entire language community by supporting projects such as Pendorring. If we don't all join forces, chances are slim that the next generation will have a colourful and 'variegated' Afrikaans," he stresses.

Klerck points out that statistics show there are approximately 4,5m Afrikaans-speaking citizens in the country, half of whom are in the top income groups. "Any marketer who knows which side his bread is buttered, ought to fish in this pond.

"If you want to prevent the extinction of the black rhino, you need to turn it into a 'milk cow'. Utility animals never run the risk of becoming extinct. Serve an economic purpose and people are interested in you. Be marketable and you'll most probably survive. And Afrikaans definitely is marketable!" Klerck reckons. ●

Gold Sponsors



Silver Sponsor



Bronze Sponsors



Partners: DEKAT, Eurocom, Kfm, Klipdrift, kulula.com, Leopard's Leap Wines, Newsclip, Nielsen Media & Marketing, OFM Digital Platforms, RSG, Sappi, Wiel.



Beeld's star is rising

You'll be amped by the latest AMPS

Take a closer look at our great readership figures. Ads24 titles have always been strong on core circulation, and now the latest AMPS show that 75% of our titles also offer you great growth in readership.

Beeld 'outshines' its biggest competitor* Beeld delivers a stellar performance as it now boasts more readers than its biggest English competitor with Beeld readership up by a spectacular 14%.

Ads24 Title	Readership AMPS 2010BA	Percentage Growth	Competitor Title	Readership AMPS 2010BA	Percentage Growth
Beeld	562 000	+14.0	English Daily	561 000	-16.9

*AMPS 2010BA

www.ads24.co.za

Johannesburg (011) 259 1700 Cape Town (021) 406 2566 Durban (031) 533 7600

Beeld





Rapport

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*AMPS2010BA

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