

# Praat met... Abnormal Group

By Leigh Andrews

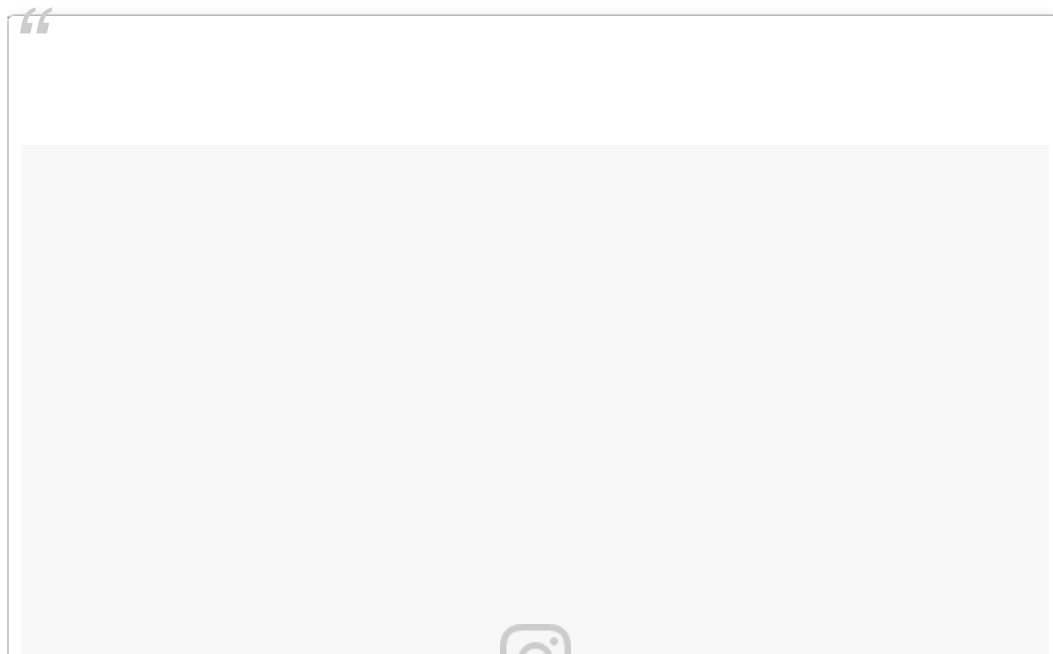
21 Nov 2017

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. I found out why fifth-ranked Abnormal Group believes brands need to realise the power of mother-tongue communication in preserving our heritage.



Abnormal Group at #Pendoring2017.

While they had the fashion-conscious ad set drooling over their classy outfits, complete with 'Hello Bokkie' and 'Classy Vaalie' emblazoned tees, Abnormal Group's work also worked. They did extremely well at this year's Pendoring Awards, ranked as fifth best agency overall and bringing home a gold and silver Pendoring in the integrated and print categories respectively as well as another silver for design communications.



Gold baby!!!! #pendorings2017 #winners #gold #silvers #advertising #southafrica #joburg #design #creative #adagency #abnormal

A post shared by Abnormal Group (@abnormal\_group) on Oct 27, 2017 at 1:36pm PDT

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Here, creative directors Michael Naser and Wynand Botna, as well as operations director Estilee du Plessis let us in on why it's so important to celebrate advertising in the vernacular.

■ **Congrats again! Explain your agency's work that won at the Pendorings.**

**Naser:** The work that won a gold and silver Pendorings in the integrated and print categories respectively, was for a residential development called The Ridge, developed by our client Craft Homes.



The campaign was based on the insight that families – especially uniquely South African families – need a lot of space to get along. We created custom-made frames to “house” all members of diverse families, whether it's a rebellious, rapping teenager within a conservative Afrikaans family or a lone Lions supporter within a family of Bulls.

In the design communications category we won a silver Pendorings for posters done for a gardening app called ‘Gardening with Babylonstoren’, illustrating that the mobile app turns your phone into a very powerful gardening tool.

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Our latest design work for #gardeningwithbabylonstoren @babylonstoren. We're all about #gardenday2017         #design #client #illustration #craft #creative #advertising #advertisingagency #joburg #southafrica #abnormalgroup

*A post shared by Abnormal Group (@abnormal\_group) on Sep 26, 2017 at 9:17am PDT*

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

**Botha:** Yes there are a lot! We love the Pendorings because of the fact that they celebrate work that's based on true South African insights. It really is *the* truly South African award show for us. Plus the extra cash [from winning] is great, too!

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

**Neser:** Brands should realise the power of mother-tongue communication in South Africa. The insights within each language or culture group are unique and therefore more powerful when communicated in the particular language. By rewarding these vernacular campaigns, we are not only celebrating our South African heritage but also preserving it.

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

**Botha:** I admire King James and their work of late. It's great work, innovative and sizzles with South African flavour.



## Pendoring Prestige Award winner reveals in her Texan adventure

Pendoring 24 May 2017



The guys at Odd Number also have something great cooking!

**Du Plessis:** It's really exciting to see an influx of young agencies making their mark on the industry, and to be part of that movement.



## #Pendoring2017: Lucky number two!

Danette Breitenbach 30 Oct 2017



For us, the value in being small lies in the closeness it allows us to cultivate with our respective clients and their brand challenges, which we believe is what results in great creative work that solves actual business problems.

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

**Botha:** The result in sales we have seen with our campaign for The Ridge really took us by surprise! It truly opened our eyes to the power of creating advertising in the target audience's mother tongue. If vernac work isn't celebrated, it won't grow and mature in excellence. We still have a long way to go, but we're excited about the prospects of creating more truly South African work.

**Du Plessis:** Our ultimate goal is to create locally relevant work that resonates on an international level. With the rapid rate that information is shared today, you have to think cross-culturally and be multidimensional in how you approach communication solutions.

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

**Abnormal Group:** As an agency, we believe in breaking the norm. Maybe seeing vernac languages shy away from digital has become the norm.

We want to break that! We're hoping 2018 will see some brave clients join us in this pursuit and allow us to help their brands break the norm.



## #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 Abnormal Group on [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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