

Experienced team to judge Pendorings

Peter van Leeuwen, creative director at FCB/BK&P Netherlands, is this year's international judge on the Pendering panel who has the task of deciding which entries for exceptional Afrikaans advertising as well as the best truly South African ad are deserving of trophies. Closing date for entries is 15 July 2003.

Van Leeuwen, who is also part of FCB/BK&P's management team, studied at the Academy for Arts and Design, and started his working career as designer and art director at Rothmans Cy in Amsterdam before moving on to the National Broadcasting Corporation.

Other agencies in Amsterdam where he was employed as art director include Ogilvy and Bozell. He also worked in Australia, starting as freelance art director for the magazines Vogue and Penthouse, before launching his own agency, A&A Advertising with clients such as Federal Express, Suzuki, Konica, Vodafone and Bose Sound Systems.

Van Leeuwen's favourite pastime is photography - also in the TV industry where he produced and directed a documentary series of 12 episodes for the Dutch Television about Dutch people living in Australia.

He and his wife Joanne returned to Amsterdam in 1998. At present Van Leeuwen is responsible for all the creative work of FCB/BK&P's clients.

The other creative members of the judging panel are :

- Gerry Human (creative director, HarrisonHuman Bates)
- Hilton Mashonga (copywriter/art director ,VWV)
- Annette Nel (copywriter, Net#work BBDO)
- Johan Roux (copywriter, Ogilvy & Mather Rightford Searle-Tripp & Makin, Johannesburg)
- Ian Smith (copywriter, FCB Johannesburg)

The rest of the panel, as well as the specialist judges who are only involved with a specific category, is :

- Fatima Allie (senior manager, SAA Marketing),
- Regal Colijn (new media expert),
- Danie Ferreira (Urban Brew TV Productions),
- Zelda Jongbloed (deputy editor, Rapport)
- Gary Oberholzer (producer, Media at SAfm, content producer of Media Focus, SABC3 and acting organizer, SAfm Promotions)
- Pietman Retief (Marketing expert, director of SA Brandy Foundation)
- Dr Riana Scheepers (author, lecturer)
- Louis van As (producer radio spots - Sonovision)

The judging takes place at the end of July and **the closing date for entries has been extended to 15 July 2003**. Details and entry forms are available on the internet at www.pendoring.mweb.co.za.

For more, visit: <https://www.bizcommunity.com>