

### Promise en kykNET praat saam mekaar

Issued by Promise

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How do you get someone to watch a television channel in a different language which they don't speak?



# You can already speak the language.

Enjoy the best in Afrikaans entertainment. Available on DSty, channel 144.



click to enlarge



# You can already speak the language.

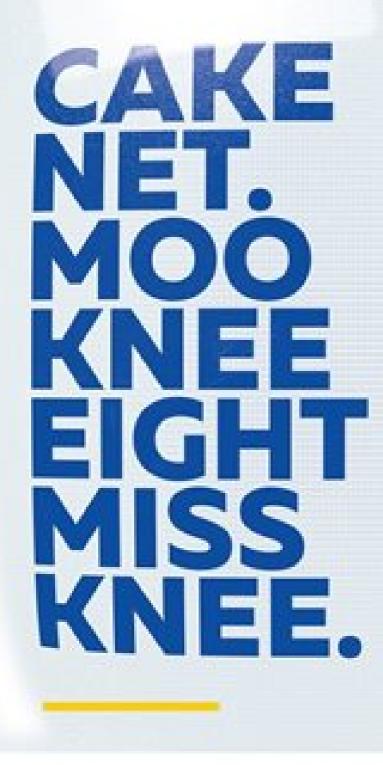
Enjoy the best in Afrikaans entertainment. Available on DStv, channel 144.



DSIN

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kykNET found that English-speaking South Africans do understand Afrikaans, but are reluctant to speak the language because of how they would sound. To help English-speaking South Africans enjoy Afrikaans content, a compromise needed to be reached. This was done through four deceivingly clever print ads in one of the most-read weekly magazines in South Africa: You Magazine.

These print ads were written in English, but when read out loud pronounce as perfect Afrikaans – proving to 6 million South Africans that even if your mother tongue is English, you can still enjoy the best in Afrikaans entertainment.

Karen Meiring, M-Net: Director kykNET Channels, comments: "This campaign encompasses the playfulness of our brand and transcends the boundaries of language. It gave us the opportunity to speak to our English viewers while grabbing the attention of a new audience."

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