

Promise en kykNET praat saam mekaar

Issued by [Promise](#)

25 Jun 2019

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

**SELL
YAYA A
BEE KEY
CAKE
NET
CAKE?**

**You can already
speak the language.**

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



CAKE NET IS BUY A LACQUER

**You can already
speak the language.**

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



**CAKE
NET.
MOO
KNEE
EIGHT
MISS
KNEE.**

**You can already
speak the language.**

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



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 deceptively 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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