

Ads24 once again firmly behind Pendoring

Issued by [Pendoring](#)

25 Jul 2010

As the national sales team for Media24 Newspapers, Ads24 plays a key role to ensure that a significant number of influential Afrikaans newspapers stand tall in an extremely competitive print media environment.



Pendoring is the only Afrikaans advertising awards with its mission to sustain the Afrikaans language in advertising. Ads24 supports Pendoring and stands firmly behind encouraging Afrikaans creatives to grow and remain in the industry so that marketers can effectively communicate with this sought-after target market, says Ads24 CEO Linda Gibson.

Currently, Ads24 is running with the second phase of its *Speak to the heart of Afrikaans* campaign, where advertising creatives are shown the power of the Afrikaans language in advertising. *Speak to the heart of Afrikaans* confirms that an advertisement in consumers' home language is much more effective than in any other language, irrespective of their grasp of other languages.

As one of the main mediums for original Afrikaans advertising, Ads24 constantly strives to develop innovative advertising solutions for advertisers so that they can reap the benefits of communicating with this target market in its language of choice - Afrikaans.

Despite the continued exodus of people from South Africa in search of greener pastures overseas, Afrikaans-speaking South Africans still constitute the biggest section of the white population and have shown to be more loyal to their preferred brands, products and services.

"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. In fact, advertisers do not realise that very few Afrikaans speakers read an English newspaper as well," stresses Gibson.

"As effective advertising is firmly anchored 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 own peril," stresses Gibson.

"Pendoring is the only place where Afrikaans creatives are acknowledged and rewarded for their sterling work, and the awards present a great opportunity to showcase this vibrant sector to the whole industry. As always, we are proud to be associated with the Pendoring Awards and look forward to seeing the winning entries," she concludes.

Pendoring GM Franette Klerck says Pendoring is privileged to continue its unique partnership with Ads24 this year.

"With its own marketing campaign, *Speak to the heart of Afrikaans*, Ads24 plays a crucial role in conveying the importance and profitability of home language advertising to advertisers and advertising creatives. It's also absolutely in line with the one of Pendoring's most important objectives - to stress and promote the importance of Afrikaans marketing messages to advertisers and creatives.



Ads24 CEO Linda Gibson... "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."

"As the impact of a commercial message in a target market's home language is so much greater, marketers who heed this truth should reap rich financial benefits," says Klerck.

▪ **Joe Public tops the 2019 Pendoring rankings** 27 Nov 2019

▪ **#Pendoring2019: Congratulations, Dorings!** 4 Nov 2019

▪ **The Pendoring Awards to celebrate creative work in indigenous languages on 31 October at UJ Art Centre**
28 Oct 2019

▪ **Skud solank die vere reg vir nog 'n glansryke Pendoring-bekroningsaand** 11 Oct 2017

▪ **It's all systems go for Pendoring's glittering gala event** 11 Oct 2017



[Pendoring](#)

Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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