

# kykNET, Pendoring once again join forces to back Afrikaans advertising

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## Gold sponsorship adds more momentum



Karen Meiring, head of Afrikaans channels, M-Net...

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It's a feather in Pendoring's cap to once again welcome kykNET as a gold sponsor in this year's Pendoring Advertising Awards. Not only is kykNET one of the most popular channels on DStv, but it's also proudly Afrikaans and a channel that attracts viewers across all cultural and language barriers. It's just as important for kykNET to once again back Pendoring, particularly because Afrikaans and consumers form the core business of their channel, says Karen Meiring, head of Afrikaans channels at M-Net.

"The acknowledgement and motivation given to the Afrikaans advertising industry by Pendoring are of the utmost importance in creating a healthy Afrikaans creative industry. It's important to kykNET to be part of this process to ensure the promotion and development of creative work in Afrikaans," she said, explaining kykNET's continued support.

"Our viewers are extremely outspoken about Afrikaans advertising - they want to be spoken to in Afrikaans, because not only do they understand it much better than any other language, but because it's also the language of their hearts. Brand names that advertise in Afrikaans not only create a stronger image with Afrikaans consumers, but also get preferential treatment when it comes to buying.

"The success of Afrikaans advertising and the fruit it bears for marketers and brand names make it worth their while. The appeal of the advertisement also plays a huge role. At the same time, the quality of Afrikaans advertising is improving, which adds to the advertiser's success," Meiring emphasised.

She ascribes kykNET's growing popularity to the fact that it's more than a mere TV channel; it's also a lifestyle with which loyal viewers can associate. At the same time the Afrikaans music channel MK sets the pace in this sector, and its glamorous awards event is widely acclaimed.

"Through arts festivals and other events that emphasise creative work in Afrikaans, we have a strong focus on below-the-line creative work furthering our interaction with viewers.

With kykNET's Fiesta awards we recognise and reward the cream of the crop when it comes to Afrikaans theatre. At the same time, we are building a higher above-the-line presence through outstanding advertising by some of the country's top creative minds," says Meiring.

She firmly believes Afrikaans is here to stay - and grow. "As long as there's some creating being done in a language, that language's heart is healthy. A language will remain on the mother tongue, surviving for generations, while there's education taking place in it. As long as the language stays commercially viable, hope is alive and well for the survival of that language. That's exactly why advertising in Afrikaans is essential. Afrikaans is standing strong, often under difficult circumstances and the yoke of the past, forcing its way ahead with all its might."

According to Pendoring GM, Franette Klerck, kykNET personifies the modern Afrikaans-speaking South African who wants to help build the country's future. "kykNET is showing the way in an open-minded, dynamic way through top entertainment

and news. This channel's gold sponsorship isn't only a big driving force behind Pendoring's continued endeavour to allow Afrikaans to come into its own; it has also put its words into action to help Afrikaans advertising stand strong in the industry. MK is sponsoring the Pendoring after-party, and attendees can look forward to red hot music and entertainment," says Klerck.

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