

# Promise en kykNET praat saam mekaar

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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?**

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**You can already  
speak the language.**

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



# CAKE NET IS BUY A LACQUER

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**You can already  
speak the language.**

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



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

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**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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