

Die Burger: passionate about Afrikaans and Pendorring

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What does a 97-year-old and an 18-year-old have in common? Afrikaans and, of course, the Pendorring Advertising Awards.



"We know it makes sense to talk to people in their mother tongue. Advertisers who respect that should definitely receive recognition," says Willem Pretorius, senior assistant editor of Die Burger about the paper's decision to once again support the Pendorring Advertising Awards with a gold sponsorship this year.

Die Burger, Media24's oldest publication, and Pendorring, the cool 18-year-old of the advertising industry, are proudly walking the Afrikaans road together. "The two are like peas in a pod," says Willem Pretorius, senior assistant editor of *Die Burger* about the paper's decision to once again support the Pendorring campaign with a gold sponsorship this year.

Pretorius says *Die Burger's* experience shows just how important the use of good Afrikaans advertising is for the paper and its readers. "Research has shown that *Die Burger's* readers want to be served in their own language. It is one of the five principles our readers feel the strongest about. The editorial team doesn't even have to wonder whether a translation error has slipped through in an advertisement - the phone will be ringing incessantly from early morning with readers complaining."

Die Burger knows it will be a huge mistake to underestimate its readers and their buying power. "Our daily readers can fill Newlands stadium one and a half times. Most of them are people who are - like us - passionate about Afrikaans and South Africa.

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However, all of this is an ongoing process, he explains. "*Die Burger* emphasises the importance of Afrikaans with its readers. It is, however, important that advertisers and marketers realise the economical value of a language, and that is something we have to strongly bring to their attention every year. And not only with those who don't realise that people want to be served in their own language, but also those who do it for ideological reasons."

The future and preservation of Afrikaans are of utmost importance for *Die Burger*. "Afrikaans is the core essence of our existence. Without Afrikaans *Die Burger* wouldn't be alive and kicking. As long as both - the newspaper and the language - remain vibrant, there is an important role to be played here on the southern part of our continent."

Pendoring GM Franette Klerck says Pendoring is going from strength to strength thanks to continuous sponsorships like that of *Die Burger*. "We are very grateful that *Die Burger* isn't only talking about the future of Afrikaans, but that it's also willing to show its support through a sponsorship."

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