

Emojis take centre stage in TLC's new brand campaign

This May, TLC Entertainment (DStv 135) is refreshing its on-air look, giving it "a more colourful and vibrant feel". The new look will also see a completely different logo and the introduction of emojis on air to express the brand values of the television channel.



New TLC Entertainment logo

Under the concept of 'OMG with Heart', TLC is harnessing the power of the social phenomenon that has seen emojis integrated into societal culture, with its own library of emojis, for both on and off air, to showcase the diversity of its content and real-life characters like never before.

Developed in-house, under the leadership of Stephen Royle, senior creative director Discovery Networks CEEMEA, the 'OMG with Heart' campaign incorporates multiple creative executions featuring emojis, such as a dedicated [brand spot](#), on air bumpers and promos, as well as print ads and digital assets, to reflect the values of the TLC brand.

Social media will play a particularly important role in the campaign, with TLC fans being invited to express their feelings in a fun way, connecting with emotional moments from TLC's key shows through a custom online Meme Generator located on the channel's brand [new African website](#), which is set to launch on this Sunday, 8 May.

"Now in its fifth year, TLC has truly captured the hearts of South African audiences, through its unique mix of eye-opening stories and larger-than-life characters that never fail to get our viewers talking. Building on two of TLC's core values –

surprise and emotion – this new campaign celebrates the channel's brand-defining programming with the introduction of emojis which, with their universal appeal, are the perfect tools to express, embrace and elevate our TLC stories and encourage a new level of viewer engagement,” said Lee Hobbs, VP of channels, emerging business, Discovery Networks CEEMEA.

To coincide with the refresh, viewers can look forward to a raft of programme premieres this May. New York's most famous baker Buddy Valastro returns in *Cake Boss*; new weight-loss show, *Fat Chance* follows eight individuals on a quest to lose weight and find love; *My Extreme Excess Skin* sees individuals undergo extensive surgery to remove up to 50-pounds of excess skin; and lastly, *Two in a Million* is a new series which brings together two inspirational individuals who share the same rare medical condition.

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