

# #OurWorldIsRed

Issued by [eMedia](#)

9 Nov 2017

*Five Channels. One Colour. Unlimited Entertainment.*



Our world is Red! The eFamily of channels has realigned its visual identity to that of the e.tv mother brand. Where previously each channel was represented by a different colour, all the e channels are now clearly one family.

The channels, e.tv, eExtra, eMovies, eMovies Extra and eToonz, each offer something different for all audiences across South Africa, but with one identity, under the iconic red e.



The campaign recently kicked off on-air with the campaign message: "Five Channels. One Colour. Unlimited Entertainment." This message speaks to the variety of content on offer and emphasises the eFamily of channels as an entertainment destination for all viewers. With a revamped content strategy and channel positioning, the e family is home to many more South Africans as all the e channels are now available on DStv, as well as OpenView HD. e.tv retains its strong position in the free-to-air market.

"As a multi-platform offering, the eFamily of channels brings our viewers a variety of choice as each channel is clearly defined and is dedicated to delivering highly entertaining content. The eFamily of channels are available on both DStv and OpenView HD. We are maintaining a strong free-to-air platform and offering only the highest quality and most-talked-about shows," says Marlon Davids, MD of e.tv. Davids adds: "We, as a family of channels, strive to offer the best entertainment that resonates with all of our viewers. Our world is now red and we want all viewers to be a part of it."

Watch the promo for #OurWorldIsRed here: <https://www.youtube.com/watch?v=LJISFyinv4I>.

The new summer campaign reflects a world of high quality and premium entertainment on the eFamily of channels, showcasing everything from movies and series to dramas, soapies, kids, lifestyle content - and much more.

- " **Young star shone brightly!** 8 May 2024
- " **A newly bottled #KeldersVanGeheime is ready to be served!** 7 May 2024
- " **OUTtv Proud shows its colours on eVOD** 29 Apr 2024
- " **The court has decided!** 16 Apr 2024
- " **1.3 million viewers for A deal with the devil? *The Joshlin Smith Trafficking Tragedy*** 27 Mar 2024

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