



Press Release

Innovative new e.tv Sopranos' promos impress

The award-winning series, *The Sopranos*, returns to e.tv for its final season on Monday 9 April. And to give it a local flavour, the station's Creative Services Department has come up with a unique tongue-in-cheek concept of promoting the iconic show on air.

Starting on Monday 11 March the on-air promos will introduce a colourful local character to *The Sopranos*, which has a strong Mafioso Italian-American identity. Enter Smiley, a stereotypical South African Tsotsi character, whom most locals would be able to relate to on some level.

Smiley has regular meetings with Tony Soprano and it is the contrasts and often misunderstandings between these two characters that spark the humour.

The concept was brainstormed by e.tv copywriter Anusha Salie and Senior Producer Donfrey Meyer. Anusha made sure that Smiley portrayed the appropriate emotions and Donfrey made sure the shots were technically executed properly for post production.

"My brief to them was to create a promotional campaign that our target market could relate to," says Kirsty Blackford, e.tv's Head of Creative Services. "As this is the long-awaited final season, we will probably get our loyal viewers back, so I wanted the team to come up with something different that would appeal to a wider audience."

There are three completely different promos and a new one will flight each week on e.tv, as a build-up to the launch of the last series.

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