

Celebrate supreme women on e.tv

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This June, e.tv celebrates the supreme women across its family of channels, in award-winning local and international drama series.



'I am a woman supreme'

The channel's powerful campaign celebrates women in every sphere of life and brings a strong social message to millions of viewers. The campaign will feature across the e.tv family of channels, which consists of e.tv, eExtra, eMovies+ and eMovies Extra, and is committed to the importance of social commentary that viewers can relate to and spark a new thought and conversation amongst themselves and peers.

"The #SupremeWomen campaign conveys a strong channel message, on the back of the world-class content that our viewers have come to enjoy on our channels," says e.tv Managing Director Marlon Davids.

Iconic female lead cast bring powerful characters to life on shows across the e.tv family of channels. Award-winning and celebrated women including Masasa Mbangeni, Natasha Sutherland, Enhle Mbali Maphumulo, Viola Davis and Kerry Washington – to name a few – entertain and provide powerful and thought-provoking performances to millions of e.tv viewers, every day.



The #SupremeWomen on-air promo delivers the message: “In my world, I reign supreme. I lead my own destiny. I am powerful beyond measure. I don't need approval nor do I seek validation. I master my own fate. I govern my own mind and I have dominion over all things me. In my world, I am a woman supreme”.

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