

Wimpy's new ad a dance of joy

IN THE midst of all the vuvzelas and swirling South African flags, it's difficult to see any really good, really South African advertising ideas. Maybe the way to get noticed is to avoid soccer altogether.

The latest Wimpy ad, by the MetropolitanRepublic agency, takes a great South African tune, Johnny Clegg's *Impi*, and adapts it to a breakfast menu. But the real charm is in getting ordinary okes to sing and dance, Zulu-Clegg style. It's a reminder that we're a funny bunch, South Africans, and that we can laugh at, and with, each other.

And we remember the brand, which mean this is the sort of ad which deserves an Orchid. (Although I suppose there will be those who complain...)

On that note, I see one whinger complained to the Advertising Standards Authority (ASA) about the TV ad for Roman's Pizza's new "boerie pizza". It featured a ditsy blonde, Afrikaans-speaking woman and I thought it was quite amusing.

The complainant to the ASA did not, however, because he thought the ad was demeaning of Afrikaans women. Oh really? Didn't notice too many



complaints about the figure about which this character may have been based – the ditsy blonde in the popular *Vetkoek-paleis* a few years ago...

I've had my issues with Roman's before (who can forget the horrible "birthday boy" and his R100 note commercial) but I really think this action is unfair. And, according to reports, Roman's pulled the ad. Which is sad.

The real Onion in this whole affair goes to the ASA process, which allows one minuscule minority opinion to change the direction of an ad campaign (and this is not the first time this has happened, either). – *Brendan Seery*

Sylvia Clinghan writes about MWeb's "uncapped" internet offer which really isn't: I went into MWeb at Cresta as a result of their brochure. Early in the morning, shop empty save for two staff members. OK, so far, but then they told me to go to Telkom and fill out a form... this I did immediately and since then nothing, as if neither of these companies could care less. That was on April 18. Meanwhile I have had M-Web dial up for more than 10 years. Uncapped – uninterested might be closer to the truth.

Andrew Clarke says he heard a radio ad advertising KwaZulu-Natal/Durban for the World Cup "with two Indian ladies in Gateway shopping centre chatting about which players they are most looking forward to seeing. One mentioned she is looking forward to seeing Salvador Cabanas. Pity he's the Paraguay player that was shot in the head in a bar earlier this year and won't be coming to the World Cup!

"Massive onions to the ad agency and poor research by an obvious idiot copywriter."

Sally says: "I do hope that it is carefully explained to people that are interested in the 'Clientele Life Hospital Cash



DANCING FEET: The Wimpy manne appeal for bacon and eggs.

Back Plan' that the R200 per month does not get you the R3 000 per day. The wording of the TV commercial states 'starts at R200' to 'up to R3 000'. Although perfectly correct it can be misleading. For the R3 000 you will pay a lot more than R200."

Pamela Kimberg writes: "Could there be any ad more grating and offensive than Outsurance's current effort featuring a henpecked Woody Allen type and his scary harridan of a wife? For the love of God, make Outsurance can it, or at least point out that it is making them lose customers. I must be honest, I am an existing Outsurance customer, one who is rethinking her loyalty – do I really want to be associated with this com-

pany?"

"Why would anyone watch these ads and think, wow, must become an Outsurance client? It does unfortunately perpetuate a brutal stereotype about marriage – perhaps one that would have amused people 30 years ago, when comic strip character Andy Capp and his rolling pin-toting wife were thought to be funny.

"I honestly feel the company could have come up with a concept that is fresh and witty. The shrieking wife and her cringing, scuttling little spouse, alas, are not at all amusing, they're just sad. Not the kind of people you want in your lounge at any time."