

Zuma must fall billboard worth every penny

 By [Thabiso Dlamini](#)

19 Jan 2016

Customer activism through the purchasing of ad space has seen some reputable companies fall prey after rubbing customers the wrong way.



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We have witnessed telecommunications giants Cell C and Vodacom together with banking powerhouse FNB going through a horrid time as a result of supposed bad customer relations management. Just when we believed websites and social media posts were the extreme sports of consumer activism, we were all shocked to see billboards mocking companies. The use of ad spaces by consumers is still new to us and we are still coming to terms with the fact that an individual can spend thousands of rands to air their views and garner support.

The Zuma must fall billboard erected in Cape Town a couple of days ago sent tongues wagging in the country with some for it and others against it depending on which side you are in the political landscape.

Either way the campaign was well executed as it has achieved the desired effect. Reports estimate that about R400,000 was spent on the huge canvass displayed on one side of a building and quite frankly this is small change compared to the media coverage it has generated.

The billboard has been featured in print, broadcast and online media outlets and in the process generating millions of rands worth of coverage which is exactly what the initiator intended.

This billboard campaign was destined to be controversial and the initiator spent all of that money with the intention of creating a stir in society while maintaining momentum in the #ZumaMustFall movement as we head towards the local government elections. What may have started as an advertisement has generated huge PR coverage and can be deemed a success.

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