

Ad entries spark debate

Two ads entered into the 2015 Times Creative Ad Challenge have sparked debate for their daring, tongue-in-cheek nature.



One is Drizit, a Durban-based spillage cleaning company, which took a stab at King Goodwill Zwelithini and the recent xenophobic attacks in its ad placed on 24 April. While the company was called out for "a poorly executed advert in bad taste," the ad was defended by the company's MD, Greg Parton, as a "play on words" and said nothing more was meant than that.

Similarly on 11 May, insurance company, Dialdirect, indirectly made reference to a recent incident in which DJ S'bu was confronted with the law and pulled off the road. The ad led with the header "DJ S'bu, avoid more fire", which seems to have sparked a fire of its own with the popular DJ.

Stephen Haw, editor of *The Times* and responsible for choosing the winning ads, said, "It is very refreshing to see companies using tactical ads as an opportunity to stay current and move with 'the times'."

For more information or to view all winning submissions go to www.timescreativeads.co.za.

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