

# Shoe City apologises for "tasteless" magazine ad by Lowe Bull

Shoe City marketing director Louise Hamman today, Wednesday, 8 June 2011, has issued a statement apologising on behalf of the company after receiving complaints yesterday, Tuesday 7 June, via [marketing](#) and social media sites about an "offensive" print ad by Lowe Bull for Shoe City, which was labeled as "tasteless", "irresponsible" and "insensitive" by animal lovers. [updated]



States Hamman, "I wish to extend my sincere apologies for any offence or emotional distress that was caused by the print advertisement. As a company we value and vigorously support animal rights, as well as the communities we serve, and after becoming aware that the advert had offended some individuals, have taken a number of corrective measures."

The advertisement, which was conceptualised and executed by Lowe Bull, appeared in *You*, *Huisgenoot* and *Drum* magazines last month with the tag line "Whatever happens, there's always *Shoe City*". However, Lowe Bull no longer works on the Shoe City account; before the public outcry happened, [ninety9cents](#) had been appointed to manage the brand's ATL work.

## Confirmed actionables

The confirmed actionables are:

- Immediate suspension of the advertising campaign
- The introduction of an internal review process to ensure that all external messaging is aligned to Shoe City's value system and ethos
- The donation of R15 000 by Shoe City to the Animal Anti-Cruelty League, with an additional R10 000 contribution from *You* magazine (to demonstrate its commitment to supporting the rights of animals and ensuring that the advertising message isn't misconstrued by the public)

Consumer outrage occurred yesterday on Bizcommunity.com, [Twitter](#) and [Facebook](#) after [Lindsay Grubb](#)'s opinion piece

[How to lose your customers in three easy steps](#) was published here on Bizcommunity.

Shoe City is currently in the process of apologising to wall comments on its Facebook page.

**For more:**

- Icommunications.net: [Can your company survive the fallout of bad publicity?](#)
- Bizcommunity: [Shoe City ad: Lowe Bull "regrets any distress caused", apologises](#)
- Bizcommunity: [Shoe City ad: You magazine editor responds](#)
- Bizcommunity: [How to lose your customers in three easy steps](#)
- Twitter Search: [shoecityapology OR ShoeCity OR shoecityad OR shoecitySA OR "Shoe City"](#)

*Updated at 2.32pm on 8 June 2011.*

*For More links updated at 3.55pm on 8 June 2011.*

*For More links updated at 10.42pm on 9 June 2011.*

*For More list updated at 3.55pm on 21 June 2011.*

For more, visit: <https://www.bizcommunity.com>