

What is it with the terrible ads on YFM?

I'm an avid listener of YFM and the standard of their ads keeps dropping, what's going on?

Everytime I listen to YFM I hear some really crappy ads that make me wonder whether there's something wrong with the creatives employed at the station or if the sales team is doing a really crap job.

I mean you listen to some of the voices chosen and you ask yourself, why that voice. For instance, there's the Rand Show ad where the guy speaks "Jozi" language and says that you need to speak the language to be comfortable at the Rand Easter show. The guy can hardly speak proper Jozi speak himself. Why couldn't they get someone else who can ringa like someone from the township?

And what's with the Government ads, can't you guys change the language because it's too serious english for the rest of us.

Someone at Y must please do something about the ads. They mostly suck.

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