

# Damn, some South African "creatives" are flipping lazy!!

Two retailers who compete with each other for customers use the same VO to punt them.

Check this out...

I'm driving down the beautiful new stretch of highway between Jozi and Pretoria tuned into Metro FM. Anyway some good Dikana tune fades out and a radio spot for Shoprite comes up. It's Fezile Mpela, the voice over telling everyone tuned in how proud he is to be seen walking around with his groceries in a Shoprite packet. And how smart he is for doing so because, apparently, Shoprite has "everyday low prices" (in other words they don't do sales). Nothing wrong so far.

A couple of more tunes come and go and then it's commercial time again.

Aaaaah, this time the same Fezile Mpela is back telling all those who are tuned in how come he loves "his Spar" so dearly. Apparently his kid had a Chinese friend over and his wife quickly ran down to his/her Spar for par-boiled rice. (well, don't we all know that Chinese love their rice).

So, what are we hapless consumers to do when our hero Fezile can't decide which retailer is the best to shop at? I mean aren't we supposed to hang onto his every word?

With so much voice-over talent in SA, is it really so hard to get a fresh flipping voice for a rival retailer??

Forum created by **Mambo King**

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