

Finally they notice we spend money too

Indians are finally being targeted through advertising!

For the longest time, advertising target audiences have always been either white, black or coloured. I was beginning to think Indian people were disregarded or just didn't have the money. Things have definitely changed as I have been quite amused with the KFC PRAAVESSSSHHH advert, it is cute and so typically indian. It is just nice knowing there are people who realise advertising had to change.

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