

Parkhurst's poster pirates strike again

Street posters of big media houses are being hijacked in Johannesburg's northern suburbs to maximise profit on the back of the media's big brands.



This time around, Sowetan and City Press were the victims of a cynical advertising campaign by a Johannesburg Italian restaurant that uses the newspapers' names to lure customers.

The restaurant in Parkhurst has been putting up posters advertising its business on 4th Avenue without these newspapers' approval.

One poster under Sowetan's banner is written: "Declared the Best Seafood Pasta" and has directions to the restaurant.

The City Press poster read: "No Speak the Espanol? No worry we show you the tapas".

Earlier this month, The Star newspaper opened a case of malicious damage to property after bogus posters using the newspaper's logo were put up by unknown people on Parkhurst's 7th Avenue.

Using the 'Fourth Estate' to flog food on 'Seventh Avenue'

Sowetan visited the restaurant yesterday and found only one customer having lunch while two gentlemen, identified by staff members as the "bosses", calculated the day's takings.

When approached for comment, the "bosses" first asked if we liked their posters, but changed tack after realising we work for the paper.

They then consulted among themselves and decided to refuse to comment, saying they "do not trust" Sowetan journalists.

After declining to give their names, the bosses told Sowetan to leave.

Sowetan deputy editor Mapula Nkosi said: "Sowetan condemns in the strongest sense the people behind this idea to utilise our brand to market their commercial products.

"This sort of ambush marketing was clearly done to leverage more publicity for the eatery.

"We are currently investigating legal options on how to stop this practice."

Assistant editor at City Press, Adriaan Basson, said: "City Press will investigate this matter and take the appropriate action if necessary."

Source: Sowetan, via I-Net Bridge

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