

Giant nut publicity stunt attracts attention

A giant nut, surrounded by 'police' tape on William Nicol Drive, Sandton, Johannesburg, attracted considerable attention earlier this month when Halls and local radio station YFM arranged a marketing stunt. The stations' DJs appealed to its listeners to find out what it was and where it came from.



Several listeners called in with guesses ranging from a giant UFO, a foreign object left behind by a foreigner after the World Cup to an enormous toxic meteorite.

At the end of the day, the station solved the 'nut-case' and revealed that the person responsible was the Halls Squirrel. The icon said it was making a statement and protesting on behalf of all fluffy animals and people who have been misunderstood or have had difficulty in expressing themselves. He declared on radio that Halls has given us all a voice and we should free our voices so that we are no longer mistaken for members of the rat race.



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