

# Has South African marketing become too traditional and insipid?

In example, Nandos has recently launched a new commercial, which have been banned because of "race issues" - but in my views, this is where Nandos marketing is particularly successful - they test boundaries.

More and more companies are still reluctant towards new marketing instruments, like QR codes, social media, etc. Companies are still using billboards and insipid TV advertising. Is that really the future of South African marketing?

<http://www.channel24.co.za/TV/News/SA-TV-too-chicken-for-Nandos-critics-20120606>

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