

Get lost!

 By [Peter Mann](#)

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I bottomed out on unwanted, unwarranted, unjustified bullxxx marketing today when my cell rang with a Cape Town number I didn't recognise. (021 557 **83)

I answered wondering who was calling me - only to be treated to an automated voice promising me a wonderful car insurance premium and inviting me to "push 1 for a call-back or to push 9 to opt out".

Opt out!!! Why the hell should I opt out when you had no right to call me in the first instance - and waste my time on a busy day!

I was so irritated that I pushed 1 - just so that I could k*k the person out when they called me thinking that they had a hot lead. I also want to know the name of the company who would stoop to this level of marketing.

Unfortunately I missed the call-back which was made an hour later from 021 557 **91 - but I am hoping that the person is going to try again, and I will get a chance to vent my spleen.

Surely this has to be illegal? It is certainly the very nadir of marketing. Does anyone know who they are?

ABOUT PETER MANN

Peter Mann is a founder of Meropa Communications (www.meropa.co.za) and has been CEO since 1989. He worked for most of South Africa's major newspapers as journalist for 15 years before that. He is a member of the South African Press Council appeals panel; and a trustee of literacy NGO READ. Tel +27 (0)11 506 7300, email petermann@meropa.co.za, follow [@petermann](#), and connect on LinkedIn.
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