

Nando's Diversity advert is on the go

As a regular advertiser on the commuter TV Channel, [Massiv 3GTV](#), the channel has been fighting the controversial [Nando's](#) Diversity advert at a national level in all taxis and busses since 11 June 2012.



"The advert has been very well received by commuters," notes Greg Bruwer of Massiv TV. "As a channel, we love the brand creativity and its entrepreneurial spirit. We support the campaign and are happy to allow it to disseminate its message to a relevant and poignant target market."

The new ad is part of the Diversity campaign, which forces South Africans to question xenophobia and intolerance, cleverly noting that all South Africans are foreigners. The campaign has been banned by various national broadcasters.

The brand is a regular advertiser on the channel, which noted that there was a significant rise in sales around the campaign in the short time it has been flighted. The TV commercial was shortened for the platform and was broadcast regularly to ensure a successful campaign and clear message.

A main objective was to run a national campaign and the commuter channel was proud to be considered as a true national television network and to assist in reaching brand objectives.