

Adverts we wish we hadn't done

 By [Rod Baker](#)

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The world of advertising is no stranger to adverts that those who commissioned and created them... wish they hadn't.

For more:

- Seattle pi: [10 Ads That Companies Were Forced To Apologize For In 2013...](#) We've had our share of adverts that should never have been conceived in the first place, let alone put out there for the public to lambaste, and what comes across here as well is that top management here in SA has one of the same qualities as some overseas.



They duck when everything hits the fan.

Aaron Taube, in an article on Seattle pi, and provided by Business Insider, writes: "Many of the companies in question claimed they never approved the ads..."

Sound familiar?

Should do... because the ad that comes in at #10 is SA's very own Flora "Dad, I'm gay" ad.

Anyway, enjoy them and next time you screw up, remember, you are not alone...and perhaps use these ads as a lesson in what **not** to do.

ABOUT ROD BAKER

Rod Baker is Content Director at Bizcommunity.com. A journalist since before computers, he worked on a wide range of magazines and, in his youth, rose through the ranks from being a lowly and abused sub-editor, to a high and still abused editor and publisher. He has been editor and publisher of a number of magazines, as well as a newspaper. He has edited many books, and written a number too. Email him at rod@bizcommunity.com

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