

Terrorism and violence: new brand watchwords?

By [Frank Bone](#) ^{9 Jul 2010}

Are there any brand strategists out there? If there are, can you answer me this please: what's with Kaka blowing up a goal in those Sony 3D tv ads being flighted for the 2010 FIFA World Cup... hey? Maybe I'm wrong, I'm probably paranoid (I'm prone to that, I live in South Africa.) To me, that advert promotes terrorism. [video]



Blowing up a goal? Of all the 3D concepts out there, they choose to blow something up? Come off it.

I can't remember if there's a goalie in that ad; but still, even if there's not, what about people who've had loved ones blown up in goals? What about 9/11? What kind of idiot brand blows up a goal at the world cup hey? What do they think Osama Bin Laden's going to do when he sees that ad (on his brand new Sony 3D TV?) He's going to raise his bushy eyebrow and say, "Ah... there's a good idea. Why didn't I think of that?"

It's those advertising people, man, they're to blame, I'm telling you. I know those people (not the Sony one

particularly, I know other ones.) But I'm sure they're the same the world over.

If that creepy Coca-Cola Quest ad is any indication, these corporate brands are all out to get us. I'm serious. That little computer boy reminds me of Chucky (especially when he smiles.)

[People, this isn't a race thing, okay? It's not. If some white kid came down from a garbage dump or whatever, grabbed a stick, and ran off with it, wired on Coke, I'd be just as terrified. I sure as hell wouldn't want to meet that kid in an alley. These white kids today, hey...]

Anyway, that's exactly what happens. That little dude gets his fix of Coke and goes running off with a big stick. Here, look for yourself.

You check? He takes a good look at that stick, hey, he wants that stick. What's he going to do with it? I'll tell you what he's going to do. He's going to find other dudes with sticks, and they're going to drink more Coke and run around causing mayhem.

What's in that Coke anyway? Sugar or aspartame, and carbon dioxide - that's bad stuff, man.

I question the wisdom of these brands, I do. I wonder about their intentions, too. Me, I think displaying something on TV promotes it. Showing a goal being blown up and showing some computerised kid running off with a stick in his hand is promoting violence and terrorism.

These brands mustn't be out to get *me*, hey, not unless they want a fight. I don't want a fight. That's the last thing I want. I only want laughs. I'm serious. But I have a boy of my own to think about, and that supersedes my comfort zone.

Blowing up goals and promoting stick-waving to sell Coca-Cola is a no-no in my book. These corporations have responsibilities, man.

Last updated at 1.30pm on 9 July 2010.

ABOUT THE AUTHOR

Frank Bone was told his original bio was no good. He thought long and hard about it but couldn't think up a suitable designation. Brand guru... journalist extraordinaire... the best copywriter on the planet... truth distortion artist... maybe downright liar? Ag, it's all 'blah', don't you think? Titles can't be trusted. (Trust him rather.) The editor wanted a pic as well. A real pic. Frank didn't like that. So you have to ask yourself... is that [little boy] him? Go to [[frankbone1966@gmail.com]]. Who knows? You may find out. Oh ja, he nearly forgot. He's for hire (as a journalist, not an advertising person; unless the advertising people have really big budgets).

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