

Standard Bank defends FNB tweets

Standard Bank caused a bit of a furore on Twitter on Thursday, 23 February 2012, when it tweeted that it had lodged a complaint with the Advertising Standards Authority over an advertisement competitor First National Bank placed in weekend newspapers.

 By Craig Wilson ^{27 Feb 2012}



It accused its rival of "misleading advertising".

Although the bank says filing the complaint is normal procedure, it came in for a hard time on the social networking platform from users, with some suggesting the bank was being petty on account of FNB's recent successes in retail banking and the popularity of a series of advertisements featuring "Steve", an unnamed bank's supposed call centre agent.

Bellinda Carreira, director of interactive marketing for at Standard Bank, says the perception among some people on Twitter is that the bank's complaint is against the "Steve" campaign. "This simply isn't the case," she says.

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