

3 Mar 2020

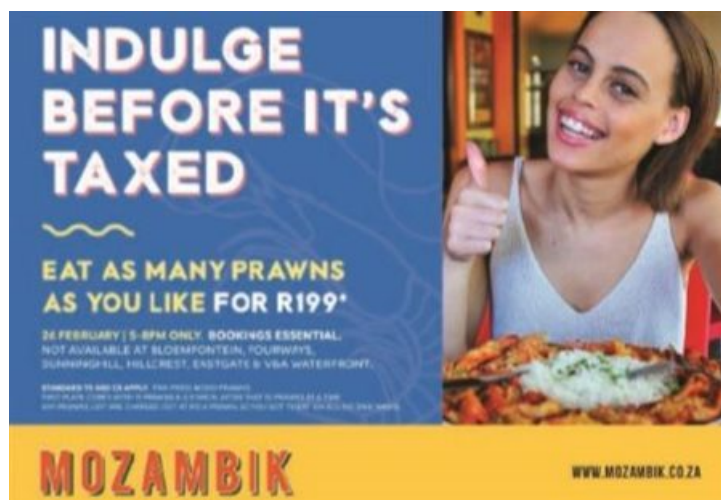
Maybe that's one of the reasons Uber has yet to make a profit, and why myriad companies who are "digital native" or "digital first" are either losing money or not making as much as they should.



Jessica Tennant 27 Feb 2017



Prawn fans (and on a recent visit to Mozambik, my Amsterdam-based son proclaimed their prawns some of the best he's had) no doubt sat up and paid attention.



But what is also interesting is that this ad was done in-house – concept, copy, photo and execution under hand of Mozambik's PR specialist Hein Kaizer.

What makes him so good is his keen awareness of news and what constitutes a good story. No surprise, given he was once a journo. Orchids to Mozambik and to Kaizer and his team, not the least for saving a bundle on agency fees and commission.



Mozambik Restaurant to open in Cape Town

26 Jul 2019



I heard a disturbing story about two young black women who went car shopping. I had helped one of them in the past and made a few suggestions about cars they should look at.

They went to a Mazda dealer and were greeted almost with disdain or disbelief that they could afford a car (one is a doctor, the other a teacher). Not feeling welcome, although they did like the Mazda2, they moved on to a Hyundai dealer, where the reception couldn't have been more different.



Mazda Southern Africa appoints Grey Advertising Africa

Grey Africa 13 Aug 2019



They were treated like prospective customers, offered coffee and given a full rundown of the cars and then offered a test drive. Only when the sales staff started on the paper work for a i20, which the doctor bought, did they discover her professional status.

I am not naming names because this sort of attitude is commonplace – and particularly that of car salespeople towards women of all colours – can be undoing the millions of rand the brand spends on marketing to women.

Hyundai seems to have entrenched a customer-first ethos more deeply than Mazda.



Work showcase: using creativity to boost Hyundai sales

Dentsu 15 Mar 2019



The lesson, if it needs repeating: never judge a book by its cover, especially when that cover is influenced by what you see in terms of colour and gender.

ABOUT BRENDAN SEERY

Brendan Seery has been in the news business for most of his life, covering coups, wars, famines - and some funny stories - across Africa. Brendan Seery's *Orchids and Onions* column ran each week in the *Saturday Star* in Johannesburg and the *Weekend Argus* in Cape Town.

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