

Surf's up, Dude!

All white, calm down... Before anyone gets the wrong end of the stick, relax - it's only some whites campaigning! Read it all here... in black (and of course, white).



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Be prepared to have your understanding of whiteness challenged as a tongue-in-cheek pro-white campaign by JWT Johannesburg targets readers of the *Daily Sun*. As Diane Fraser, business unit director at JWT Johannesburg, says: "It is possible that you are the whitest person you know right now, even if your name is Tshabalala." Or Cele, or... dare we suggest... Malema?

Surf is targeting *Daily Sun* readers with a humorous and edgy angle from Friday, 19 August 2011, with copy announcing "I'm jealous of the Whites next door" and "Whites are suffering". The entire campaign is intended to emphasise the unique whitening capabilities of Surf.

"Surf is the number one washing powder for guaranteed whiteness and it's back with a new campaign that is sure to get tongues wagging as we encourage *Daily Sun* readers to be 'whiter' than everyone else," says Fraser (and that's even if your surname is Tshabalala, or... but you know who we mean).



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