

New outdoor banner fuels #ZumaMustFall

Twitter is abuzz with sightings of what [2OceansVibe](#) has dubbed 'the biggest poster you've ever seen in your life'

Supposedly owned by Independent Outdoor Media, the ad space above the McDonald's at the bottom of Kloof/Long/Buitensingel Street in the Cape Town CBD has been emblazoned with simple black text stating 'Zuma Must Fall'

Here's what some of Twitter's most vocal have to say about it...

“ Well isn't this a thing of beauty. Talk about putting your money where your mouth is, quite dig it [#ZumaMustFall](#) <https://t.co/4WaQclxfoD>- Thabiso Moloi (@Thabz_14) [January 15, 2016](#) ”

“ Someone with big balls & deep pockets put this billboard up in Long st [#CapeTown](#) today [#ZumaMustFall](#) via [@theKLIQUE](#) <pic.twitter.com/St7mKm9PzQ>- Ian Bredenkamp (@IanBredenkamp) [January 15, 2016](#) ”

“ In case anyone thought The People weren't serious. [#ZumaMustFall](#) <pic.twitter.com/X7RNmOuD0I>- Andre Bothma (@andrebothma) [January 15, 2016](#) ”

“ People are all taking pictures of the [#ZumaMustFall](#) sign in Cape Town that has gone up. <pic.twitter.com/IEW3ColIIP>- MojolOL (@mojolOL) [January 15, 2016](#) ”

“ Guys, putting a [#ZumaMustFall](#) sign on Kloof Street is like telling Tribe customers that coffee is great. They're there, they know...- Stuart Thomas (@Stu_Thom4s) [January 15, 2016](#) ”

Certainly a bold marketing move - many are calling for those behind the banner to come forward.

In other outdoor political banner news, the DA has just erected the following banner as part of its #RegisterforChange campaign:

“ Register to Win in 2016 - [@MmusiMaimane](#)<https://t.co/EKu4Tc1qv> [#RegisterForChange](#) <pic.twitter.com/YqW28ECWhL>- Democratic Alliance (@Our_DA) [January 15, 2016](#) ”

Interesting 'signs of the times'. Pull up a chair, pop some corn and share your thoughts in the comments section below.