

ASA mulls sanctions against Vodacom



By Duncan McLeod: @mcleodd

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The Advertising Standards Authority (ASA) of South Africa is considering imposing sanctions against Vodacom following its decision to uphold a complaint brought by Clear Copy on behalf of Cell C against an ad campaign run by Cell C's bigger mobile rival.

In a ruling in favour of Clear Copy and Cell C, the ASA says it will "consider whether the respondent's behaviour indicates a pattern of deliberate and/or flagrant offence, which may warrant imposing sanctions on the respondent and, if so, which sanctions should be imposed". One option is to force Vodacom to have its advertising preapproved by the ASA.

The latest development is the most recent in a long line of battles at the ASA between Vodacom, Cell C and MTN. Vodacom, through its ad agency, had previously asked the ASA to impose sanctions on Cell C after a succession of rulings in favour of Vodacom. An ASA spokesman could not immediately be reached for comment on the outcome of that process.

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