

South Africa's #SaveWater mascot Splash is scarier than the drought

By [Andy Walker](#)

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While the City of Cape Town is using apps, Twitter campaigns and Mmusi Maimane's bucket delegation skills to remind South Africans to save water, the nation's Department of Water and Sanitation is taking a - ahem - different approach.



Splash, Department of Water and Sanitation mascot. © screenshot, @DWS_RSA via Twitter.

“Splash” — the #SaveWater mascot composed of a water droplet shaped head, no neck, a green-and-gold suit, and a creepy crotch hashtag — was revealed to the world this week at the DWS’s #SaveWater ambassador campaign launch. “The #SaveWater ambassador programme is a multi-sectoral initiative that includes a wide array of partners including Miss Earth SA, Operation SA, Tsogo Sun to ensure that Department works collaboratively with stakeholders to find solutions to the challenge of water scarcity,” the DWS writes on Twitter. And while that’s a splendid initiative, could they maybe have worked a bit harder on making Splash less terrifying?

“ It’s all systems go, launch of the [#SaveWater](#) ambassador programme pic.twitter.com/JbV5sJGit7—

Water&SanitationRSA (@DWS_RSA) [February 15, 2018](#)

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Even Springbok forward Eben Etzebeth looks a bit shaken.

“ Springbok captain [@EbenEtzebeth](#), [@MPienaar12](#) and [@zintlempupha](#) with mascot Splash at the unveiling of the

[#SaveWater](#) ambassador programme on Thursday morning in Cape Town. [@tsogosun](#) [#EveryDropCounts](#) pic.twitter.com/6rLSiGLYw8— South African Rugby (@Springboks) [February 15, 2018](#)

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Thanks to comedian Rob van Vuuren — and a retweet from columnist Tom Eaton — Splash began trending Friday afternoon just hours before #Sona2018. “Day Zero is when this guy murders everyone,” van Vuuren tweets.

“ Day Zero is when this guy murders everyone. pic.twitter.com/Lrlo9GeO2Y

— Rob Van Vuuren (@RobVanVuuren) [February 16, 2018](#)

”

And others too were ready to cower beneath their beds.

“ *So is the message use less water or that mascot will kill you?*

— Bobby Lawson (@Asukaforever92) [February 16, 2018](#) ”

“ ”

[@shelleymorton16](#) thats just going to give kids nightmares. And some adults [#wtf](#)

— Darren R Morton (@BathurstOrBust) [February 15, 2018](#)

“ ”

What the fuck?

— Alejandro (@chini_06_) [February 16, 2018](#)

While Cape Town's latest campaign trick of helicopter-drawn #DefeatDayZero banners does seem like wasteful expenditure, at least it's a whole lot less terrifying than good ol' Splash over here.

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Memeburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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