

Netflix's 'Man in a Van' ad is really going to annoy satellite TV companies

 By [Andy Walker](#)

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It's safe to say that Netflix South Africa has adopted the Wendy's brand of guerilla marketing, this after its latest ad dropped in the country this week.



Image © – [Memeburn](#)

Dubbed “Man in a Van” and starring South African comedian Jason Goliath, the 97-second long short pokes fun at satellite options’ often convoluted installation methods.

Okay, mainly Multichoice’s DStv, to be honest.

XD.

Although it was off to a slow start, the ad has now racked up more than 44,000 views on YouTube since it debuted two days ago. On Twitter, it has also accrued a further 3,000 retweets with more than 5,000 likes.

It's not as viral as [the KFC World Cup ad](#), but it's pretty notable.



KFC South Africa's hilarious World Cup ad hits 9GAG

Andy Walker 5 Jul 2018



Of course, the company's Twitter account — now bio'ed "Official Twitter for Man in a Van. Est. 2018." — wasn't done poking fun at its Multichoice-owned rival.

“ Jokes aside, no installation required. pic.twitter.com/HuAPM8Npzs — Netflix South Africa (@NetflixSA) [July 23, 2018](#) ”

As for the success of the campaign itself? According to SocialBlade, Netflix South Africa's Twitter account has [gained more than 2,000 followers](#) since the ad launched.

The ad is pretty brave too considering the [pressure the company's facing from Multichoice](#) urging the SA government to regulate the streaming service.

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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