

# Get lost!

 By [Peter Mann](#)

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I bottomed out on unwanted, unwarranted, unjustified bullxxx marketing today when my cell rang with a Cape Town number I didn't recognise. (021 557 \*\*83)

I answered wondering who was calling me - only to be treated to an automated voice promising me a wonderful car insurance premium and inviting me to "push 1 for a call-back or to push 9 to opt out".

Opt out!!! Why the hell should I opt out when you had no right to call me in the first instance - and waste my time on a busy day!

I was so irritated that I pushed 1 - just so that I could k\*k the person out when they called me thinking that they had a hot lead. I also want to know the name of the company who would stoop to this level of marketing.

Unfortunately I missed the call-back which was made an hour later from 021 557 \*\*91 - but I am hoping that the person is going to try again, and I will get a chance to vent my spleen.

Surely this has to be illegal? It is certainly the very nadir of marketing. Does anyone know who they are?

## ABOUT PETER MANN

Peter Mann is a founder of Meropa Communications ([www.meropa.co.za](http://www.meropa.co.za)) and has been CEO since 1989. He worked for most of South Africa's major newspapers as journalist for 15 years before that. He is a member of the South African Press Council appeals panel; and a trustee of literacy NGO READ. Tel +27 (0)11 506 7300, email [petermann@meropa.co.za](mailto:petermann@meropa.co.za), follow @petermann, and connect on LinkedIn.

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