

# Advertising spat reveals new Vodacom slogan



By Candice Jones: [@candicejones](#)

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A dispute lodged by the UK's Vodafone at the Advertising Standards Authority appears to have inadvertently provided insights into Vodacom's plans to rebrand itself this year. Vodafone owns 65% of Vodacom.

Vodafone lodged a complaint against an advertisement aired by Cell C on the SABC during the December 2010 holidays. The offending advertisement contained the phrase "power to you", a twist on the Cell C's campaign slogan, "the power is in your hands".

Vodafone also uses the phrase "power to you" in its worldwide marketing. Its objection to Cell C's campaign suggests Vodacom plans to use the same slogan when it rebrands itself. The rebranding is expected within months.

Continue reading the [full story](#), as well as [Vodacom brand to get an overhaul](#), on [www.TechCentral.co.za](#).

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