

Ford rugby field?

Our population is 80% football crazy and only 20% rugby fanatics and yet Ford's latest TV ad targets the 20%?

The latest Ford TV ad features a man and his pregnant wife gazing over a rugby field that the husband has built in the veld, and she says to him, "But what if it's a girl?"

Forgive me if I've got it wrong, but there's been a massive shift in the last few years in terms of who has disposable income, and it's not the white ous who enjoy their rugby! If Ford wants to sell macho 4 x 4's or whatever, they've got to do their homework and find out who's got the bucks!

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