

Soon we will have a white christmas

Merry Christmas signs in my local Pick 'n Pay

It's OCTOBER for goodness sake and my local Pick 'n Pay is already putting up Christmas decorations and signs saying Merry Christmas?

Isn't this just bit too much?

How about some cultral sensitivity as well - before Christmas actually makes its appearance Hindu and Muslim consumers will be celebrating The Festival of Lights and Eid respectively.

Talk about marketing and advertising fatigue

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