

FlySafair ad banned for showing illegal/unsafe failure to wear masks in public

NEWSWATCH: *Business Insider SA* reports that the FlySafair airline had a television advertisement banned for showing an illegal and unsafe failure to wear masks in public.



Screengrab from banned FlySafair commercial. Source: [Business Insider SA](#).

According to the Advertising Regulatory Bureau (ARB), the airline was sending a message that social distancing is not required among family, and that rules don't apply while on holiday.

According to the article; "FlySafair said it had shot only the beginning of the ad, with masked attendants and passengers on the plane, and had reused old footage for the remainder in order to save money at a time when the airline industry is under great financial stress."

For more:

[FlySafair ad banned for failing on mask safety – just as it yanks a flyer for the same thing](#) - *Business Insider SA*

For more, visit: <https://www.bizcommunity.com>