

# What happened to African ideas?

As a consumer everything I come across nowadays is a rehashed American or European idea that has been altered just enough so as to be sold locally.

All these new magazines on the market like Time Out and Glamour and old magazines like Mens Health are overseas magazines with enough local content so it can be called "local edition".

Who gives a flying duck what David Beckham is wearing and who Justin Timberlake is greasing up now.

One is only led to believe that most "new ideas" in this country are geared up and aimed towards "Europeans" who love everything foreign.

As Africans we should have started our own advertising industry aimed at Africans. What does a person who spends most of his time drinking Scottish whiskey, eating French pastry and wearing Italian shoes know about our culture? Absolutely zero.

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