

Armband Controversy

TRAILER

An armband developed by a young entrepreneur in South Africa has caused brewing controversy between the Local Organising Committee and P Management where the youngster is a founding member.

RUNTIME: 03:22

COUNTRY: SOUTH AFRICA

FILMING LOCATION: SOUTH AFRICA

LANGUAGE: ENGLISH

SOURCE: A24 MEDIA

SCRIPT

COMMENTARY

The Arm band that launched a controversy. An arm band is worn by a leader or the captain of a team. Anza Tshabusa is a team captain and the leader of this young sports management company. He came up with idea to of the arm band as a brand.

Anza is one of the founding members of PManagement. Then he was in 17 years old, now he distributes sports wear across the country. They also change sports products for marketing purposes. Sports products such as this arm band.

ITV, Anza Tshabusa Director and Product Development Manager P Management (English)

"I was playing around with the arm band, I was like... to myself, how would people react seeing me wearing the arm band.....We could have bands with different names on them, then it clicked that why not for the world cup?"

COMMENTARY

That click led to samples- which turned to presentations. Anza was aware that he needed to protect his idea.

ITV, Anza Tshabusa Director and Product Development Manager P Management (English)

“I ensured before I went to present to anyone, I had to make sure that I’m protected ……So I followed those procedure to make sure I’m protected”

COMMENTARY

Feeling safe, Anza presented his Brand band idea to the Chief Marketing officer of the 2010 Organizing Committee, Derek Carstens. He says Carstens was impressed with his idea and urged him to register as a 2010 official supplier. The LOC wanted to use it for during the Final FIFA Draw in Cape Town.

ITV, Anza Tshabusa Director and Product Development Manager P Management (English)

“Two months before the Draw, I was always making my follow ups, delivered all the samples. Everything I was requested to do I did it. 2 weeks before the draw when I called in and I spoke to a lady by the name of Sue Descombes. She dropped a bomb on me ……They will be using it in next year , being this year, with regards to the VIP”

COMMENTARY

Anza says he saw his Brand band idea on the pictures taken during the 2010 FIFA Final draw in Cape Town. This made him very disappointed and sent Derek Carstens an e-mail.

**ITV, Anza Tshabusa Director and Product Development Manager P Management
(English)**

“The company was not used, it was lied to and still to this day there’s been no apology whatsoever. That’s when we had to take the necessary steps forward”

COMMENTARY

That step was to prove a big headline. Anza and his company filed a R20m lawsuit against the LOC. We asked Anza why his brand band idea is worth R20m

**ITV, Anza Tshabusa Director and Product Development Manager P Management
(English)**

“Its not just a value we would come up with, you get your professionals to assesWe did everything accordingly to make sure we get the right figures”

COMMENTARY

We needed a comment from the LOC- only to get a no comment from both Darek Carstens Office and their attorneys- Edward Nathan and Sonnenburg.

**ITV, Anza Tshabusa Director&Product Development Manager P Management
(English).**

“If the LOC had come to me and said you know what we apologise for this, here’s a world cup ticket and a little compensation ... But no one stood up and acknowledged and that’s why we’re in the situation we are today”

COMMENTARY

It seems the story is not over yet and we’ll keep an eye out for the development.

END