

SoulSister brings some soul

Issued by [Joe Public](#)

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It's time for the world to meet the Soul Sisters. Here to inspire and celebrate sisters everywhere in a quirky and unique way that only Chicken Licken® can. In partnership with brand and communications agency Joe Public United, Chicken Licken® embraced women's daily struggles to find insightful, humorous ways to market the SoulSister® Party 4 meal for the first time.



Inspired by the meal's name, the brand deviates from its famous long-format film style. Bringing the Soul Sisters to life in six 45" spots, and one 20" spot. An integrated campaign approach which looks to include elements such as TV, social media, digital, outdoor and activations, aiming to resonate and delight.

Each film depicts a scene where a sister needs some encouragement or celebration, and the Soul Sisters show up in support. They are backup singers in real life, there to back our sisters up. They embody women who reach out to help a fellow sister. Showcasing a more cohesive female bond where women support, shine a light on and show up for each other in various different situations.



"Imagine if you had backup sisters who popped up, whenever you needed them," said [Joe Public](#) creative team Natalie Walker and Jeanine Vermaak. It was exciting to create an ad that celebrates women but still in a quirky, Chicken Licken® way."

Produced and directed by Greg Gray of Romance Films, the campaign delivers a humorous performance by the singing Soul Sisters trio. Their overall look was inspired by soul icons like The Supremes, and we recreated typical '60s wardrobe, hair and make-up to dazzle South African audiences.



“Because our concept was based on soul singers, we had to make sure our music was authentic, said Xolisa Dyeshana, Joe Public CCO. We worked with Adam Howard of Howard Audio, a classically trained composer and musician, to create our unique soul songs.”

Of course, the real stars are the Soul Sisters, who devoted long hours in sequins and heels to bring the concept to life. Hopefully bringing sisters all over South Africa a smile, and inspiring them to back a sister up when she needs some soul.

Watch the ads here (playlist): <http://bit.ly/2HI3sLu>.

Credits

Brand: Chicken Licken®

Client: Chantal Sombonos van Tonder

Group Chief Creative Officer: Pepe Marais

Agency: Joe Public United (ATL & Digital)

Chief Creative Officer: Xolisa Dyeshana

Executive Creative Director: Roanna Williams

Senior Art Director: Natalie Walker

Senior Copywriter: Jeanine Vermaak

Copywriter (Supermarket): Tshepo Tumahole

Group Account Director: Amber Mackeurtan

Head of TV and Radio: Di Cole

Lead Actresses: Gugu Dhlamini/Nancy Sekhokoane/Kanyi Nokwe

Choreographer: David Matamela

Production Company: Romance Films

Director: Greg Gray

Exec Produce: Helene Woodfine

Director of Photography: Paul Gilpin

Production Art Director: Keenan McAdam

Wardrobe Stylist: Bridget Baker + Sandra Smit

Editor & Company: Ricky Boyd/Deliverance

Visual Effects Company: Chocolate Tribe

Music Company/Composer/Sound: Howard Audio/Adam Howard

Post Production Online: Jean Du Plessis/Chocolate Tribe

Post Production Offline: Ricky Boyd/Deliverance

Colourist: Craig Simonetti

Head of Wigs and Hair: Daleen Badenhorst

Head of Make-up: Marilyn du Preez

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° **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024

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° **When love is tough, Love Me Tender** 15 Feb 2024

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Joe Public

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