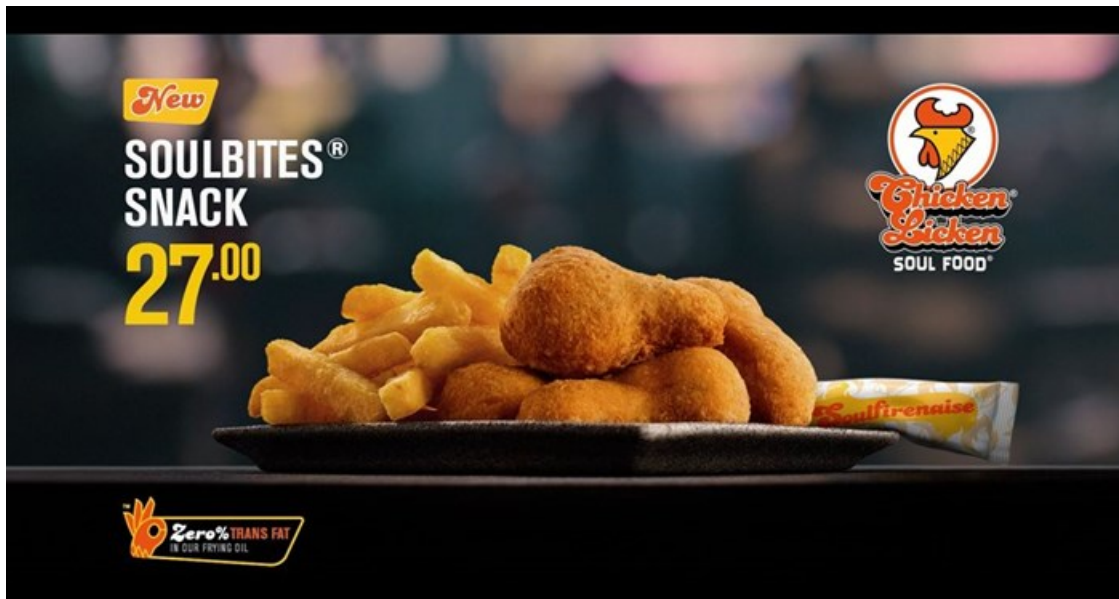


Chicken Licken serves South Africa Nuggets of Wisdom

Issued by [Joe Public](#)

16 Nov 2021

Living in SA comes with its fair share of challenges, and to survive on Mzansi's streets, we could probably use every piece of good advice we can get. But fear not, because this November, Chicken Licken has got you covered. For the launch of their new nuggets, SoulBites, South Africa's home of Soul Food® is serving up its soul-filled nuggets with a generous helping of street advice to help us navigate some of life's trickiest situations.



Introducing *Nuggets of Wisdom*, Chicken Licken's latest campaign, in collaboration with Joe Public. Playing on the double meaning of a 'nugget' being a piece of valuable knowledge or insight, the campaign launches with a series of films that share humorous, bite-size soulful advice for everyday life eMzansi. Each film is packed with Chicken Licken's unique and highly entertaining signature quirk and humour that South Africans have come to expect from their favourite Soul Food® brand.

Directed by Greg Gray of Romance Films, the first three films in the campaign each introduce a lead character who is faced with a tricky choice to make. Each time, our protagonists pause to gain some inspiration from a SoulBite – chewing on a Nugget of Wisdom, as it were – which reveals to them the potentially disastrous consequences that could follow a wrong decision. Ultimately they take the right decision – making SoulBites synonymous with the street-smart wisdom that saves the day.

“Chicken Licken is a brand that has earned the appreciation of its audience by constantly striving to bring them relatable and uniquely South African entertainment. This allows the brand to tackle even the most serious topics in the most engaging and humorous way... we saw that with the Soulful Nation campaign during our country's first hard lockdown, and now again, as the brand is even making South Africans see the dangers of borrowing from umashonisa (a loan shark) in its typical tongue-in-cheek style. As always we are excited to have the opportunity to collaborate with Chicken Licken to create work that grows the brand, because growth is always the driving purpose behind everything we do. It's inspiring to have the creative freedom to achieve that, and to demonstrate time and again that creative work really works,” says chief creative officer, Xolisa Dyeshana, Joe Public.





The fact that Chicken Licken recently won 20 Loerie awards including 4 golds, as well as 8 Pendorings, is a testament to the brand's commitment to growing itself through true South African creativity. It was also lauded as Brand of the Year at the Loeries for the third year in a row.

Chicken Licken's new SoulBites product range includes the SoulBites Snack, SoulBites 6, SoulBites 9 and SoulBites Munch offerings. The campaign is set to continue through December and will roll out across media platforms into the new year, making sure South Africans have no shortage of delicious SoulBites Nuggets of Wisdom to keep them living their very best lives into 2022.

#SoulBites

Twitter: @ChickenLickenSA

Facebook: Chicken Licken

YouTube: Chicken Licken SA

Credits:

Brand: **Chicken Licken**

Group chief creative officer: **Pepe Marais**

Integrated chief creative officer: **Xolisa Dyeshana**

Integrated creative director: **Assaf Levy**

Integrated senior copywriter: **Michelle McKenna**

Integrated senior art director: **Alexa Craner**

Integrated copywriter: **Tlhogi Swaratlhe**

Integrated art director: **Ovayo Ntlabati**

Creative business director: **Amber Mackeurtan**

Head of TV & Radio: **Di Cole**

Director: **Greg Gray**

Executive producer: **Helena Woodfine**

Line producer: **Shannon McDougall**

Director of photography: **Adam Bentel**

Production art director: **Will Boyes**

Stylist | Costume design: **Bridget Baker**
Head of research: **Maghiel van Dorssen**
Principal actors: **Roberto Pombo, Edgar Maja, Mackmillian Leshumo**
Editor: **Ricky Boyd**
Editing company: **Deliverance Post**
Visual effects: **Jean du Plessis**
Post-production: **Chocolate Tribe**
Audio & sound design: **Stephen Webster, Ricky Boyd**
Sound studio: **The WorkRoom**

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