

Iceland gets a taste for Chicken Licken

Issued by [Joe Public](#)

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Chicken Licken® has just launched its brand-new offering, the **Double Chick'n Boerie™ Burger**, which is a chicken patty infused with special boerewors flavouring. To advertise this new product to the country, brand and communications agency Joe Public United took it all the way from the south of sunny Africa to the north of icy Iceland. Shot in a documentary style, the new TV commercial and integrated campaign tell the story of an Icelandic boy who starts displaying characteristics that seem all too familiar to South Africans.





Teaming up with director Alan Irvin from They Shoot Films and Icelandic production house, Truenorth, Joe Public United created a quirky, humorous and endearing commercial filmed in Iceland with an Icelandic and a South African cast.

In the TVC the viewer meets Björgvin Rafnkelsson and his family from the village of Vík í Mýrdal in Iceland. His family tells the documentary crew how Björgvin, over the last few years, has started displaying strange behaviour that they don't understand. As the commercial unravels, we see different examples of this Icelandic boy's unusual characteristics until one fateful day, when a South African comes to their rescue with a special package from Chicken Licken, of course.

"It's always an exciting challenge to think of the next execution for our client Chicken Licken, and this time we really wanted to do something unexpected for an unexpected product – **Double Chick'n Boerie™ Burger**. Key to what we wanted to portray is the fact that South Africans, no matter where we are in the world, can recognise one another and have a common connection," concludes Xolisa Dyeshana, Chief Creative Officer, Joe Public United.

Watch the TVC:

Agency 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
Creative Group Head: Natalie Walker
Senior Copywriter: Marjolein Rossouw
Group Account Director: Amber Mackeurtan
Agency TV Producer: Yash Raidu
Production Company: They Shoot Films
Director: Alan Irvin
Director of Photography: Adam Bentel
Executive Producer: Darren Gordon
Production Company (Reykjavik): Truenorth Productions
Post-production: Left
Editor: Saki Bergh
Colorist: Craig Simonetti
Online Operator: Keno Naidoo
Audio: Sterling Sound; Lorens Persson

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