

Chicken Licken gives you the trick to make your family proud

Issued by [Joe Public](#)

16 Apr 2024

Chicken Licken's latest campaign gives South Africans the best solution to make their families proud. The Family Full House meal is one of Chicken Licken's popular sharing meals so, when Joe Public was briefed to create a campaign for the offering and to launch a campaign on Family Day, they did just that.



"We delved into different insights that are relatable and speak to family. Every family has its own dynamics, but one common thing is that we all want to make our families (and especially our parents) proud," comments Martin Schlumpf, integrated executive creative director at Joe Public.

In true Chicken Licken humour, the campaign embraced how difficult it can be to make one's family proud and positioned the Family Full House Meal as the easiest and best way to bring joy to the family, ensuring that they are proud of you, forever.

"The integrated campaign launched across TV, radio and OOH as well as digital and print platforms. Filmed by director Peter Pohorsky from Plank Films, we collaborated to introduce South Africa to the legendary David 'Legs of Thunder' Mgijimi, the fastest man in the world – a character that's hard to beat on the race track as well as when it comes to being the pride of the family. Unless, of course, you get the family Full House Meal," comments Xolisa Dyeshana, chief creative officer at Joe Public.

- **SheBeen campaign reimagines women's safety in taverns** 21 May 2024
- **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024
- **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024
- **When love is tough, Love Me Tender** 15 Feb 2024
- **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023



Joe Public

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>