

Unleash your SoulSister says Chicken Licken

Issued by [Joe Public](#)

13 Sep 2022

A dictionary might tell you that a 'sister' is a girl/woman who has parents in common with someone else, or it might refer to a female friend/peer. But Chicken Licken has chosen to defy the dictionary's conventions, as it does with so many others, through its new SoulSister campaign, saying 'There's a SoulSister in all of us'. (Yes, even in you, SoulMister.)



Airing for the first time on 12 September on screens big and small across the country, the SoulSister campaign launches with a film set to the soul-rocking Bomba Estéreo track, *So Yo*, and shows the SoulSister 'effect' involuntarily taking over Mzansi, one (wildly out of control, gyrating, soul-shaken) body at a time, starting with... a man.

Created in partnership with Joe Public and directed by Slim of Darling Films, our story starts on a train with a suit-clad businessman, whose inner SoulSister has just come out to play 'during the people' as Tweeps might say. A tell-tale orange packet lands in the lap of an unsuspecting co-passenger who is perplexed by this sudden display of wild abandon as the man exits the train – his face and limbs seemingly working to a different agenda to what his diary might suggest for the day. As we travel through the city, we encounter more and more joyfully out-of-control bodies as this SoulSister effect takes hold of every person who has enjoyed the meal.

This bold new SoulSister campaign is the result of a deliberate move to reposition the sub-brand by making it much more inclusive. This signifies a strategic departure from the previous positioning which was much more female-target focused, with the 2019 campaign featuring three 'SoulSisters' who show up to champion other women in tough situations, and even to cheer on a young man having difficulty 'coming out of the closet' with his dad.

Says Assaf Levy, executive creative director at Joe Public: "We needed to overcome the inherent bias implied in the name 'SoulSister'. We couldn't change the product name, so we chose to redefine what 'SoulSister' means extrinsically. It took on the meaning of that inner self that we all have, the part of us longing to let loose, to move, to play, and to be free of the constraints of the everyday. The version of ourselves that we don't even know exists until we suddenly meet it. The part that longs to be fed."

Xolisa Dyeshana, Joe Public's chief creative officer agrees: "We chose dance as a vehicle to represent each person's unique SoulSister personality because it's highly individualistic and self-expressive. The campaign gives men, women, children, *everyone* – regardless of who they are or where they're from – permission to embrace that part of themselves. It's another example of how Chicken Licken loves to break down stereotypes through light-hearted entertainment, using

creativity to grow both brand and country beyond, by allowing them to see themselves differently and break out of the norms that society tries to impose on us.”

The campaign is set to unfold in coming weeks on social media. And according to Tlhogi Swaratlhe, Ovayo Ntlabati and Joey Gordon, the young Joe Public creative team responsible for the SoulSister concept, there’s an extra surprise to come for Chicken Licken fans on TikTok – because if there’s anywhere a person’s SoulSister wants to show off their stuff, it’s on TikTok, right?

If you feel tempted to meet your SoulSister, the meal is available starting from R38 for 2 pieces + a portion of SoulFries® or if your SoulSister feels inclined to party (we think it will), try the SoulSister Party 4, for only R74.

#UnleashYourSoulSister | Twitter: @ChickenLickenSA | Facebook: Chicken Licken | YouTube: Chicken Licken SA

Credits:

Brand: Chicken Licken

Client: Chantal Sombonos van Tonder

Agency: Joe Public

Group chief creative officer: Pepe Marais

Chief creative officer: Xolisa Dyeshana

Executive creative director: Assaf Levy

Integrated creative director: Alexa Craner, Michelle McKenna

Integrated copywriter: Tlhogi Swaratlhe

Integrated art director: Ovayo Ntlabati, Joey Gordon

Creative business director: Amber Mackeurtan

Account manager: Sonwabile Mkize

Head of TV & Radio: Di Cole

Agency producer: Aileen Kenneough

Media: Joe Public Maximise

Director: Slim

Production House: Darling Films

Executive producer: Lorraine Smit, Melina McDonald

Producer: Nick Voortman

Director of photography: Adam Bentel

Production art director: Keenan McAdam

Choreographer: Zoyi Muendane, Eugene Baloyi

Stylist | costume design: Rosanne Whyte

Editor: Xander Vander

Editing company: Stangelove Post

Visual effects: Jean du Plessis

Post-production: Chocolate Tribe

Colourist: Terry Simpson

Audio & sound design: Lorens Persson

Sound studio: Sterling Sound

° **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 Cape Town puts 'eats' into everything in latest Uber Eats TVC** 17 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>