

## New KFC TVC uses local success story for inspiration

The new KFC TV ad for Streetwise Two creates a story based on the success inspired by Prince Twala aka The Prince of Newtown, whose first ring was purchased by a close friend for R30. Today his rings, dipped in silver and gold, sell for well over R1,000.



To get this message across, the ad follows the story of 'Kleva', a young boy growing up in Alexandra, Johannesburg who sees an opportunity to progress his life through jewellery making. The idea behind the concept underpins the brand's philosophy that those who are 'streetwise' do not accept the status quo but rather rise above it. They do not only take the gap, they create it - they are Abo Kleva!

As part of recognising Twala's journey, KFC invited him to be present at the shoot. "I was happy that I could be on set and even give direction. I love that my work is getting praised and am grateful for the recognition KFC is giving me," says Twala.

"Our streetwise philosophy recognises and salutes our customers who represent a savvy streetwise attitude which drives them to progress and succeed in life," says Thabisa Mkhwanazi, KFC South Africa marketing manager. "This commercial is not only about our product, but it is about saluting those who are able to see opportunities in places one would never even imagine they could be."

**View the advert here**