

Chicken Licken Hotwings 2.0

Issued by [Joe Public](#)

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We live in a world on the brink of an artificial intelligence revolution. In recent times, we have seen everything from a robot being interviewed on live television to a robot being granted citizenship by Saudi Arabia. When it comes to AI though, South Africa has never really been viewed as being at the forefront, until now.

In partnership with our client, Chicken Licken®, and their latest TV commercial for their Hotwings® product – the campaign “Sbu 2.0”, sees traditional above-the-line agency Joe Public set out to once again show the extreme lengths one goes in order to satisfy the craving. Because, when the craving’s got you, it’s got you!

For the latest TVC, the agency worked with director Greg Gray from Romance Films, creating a quirky yet cerebral comedy about a science teacher who invents a robotic version of himself to fill in whenever the craving strikes. We meet S’bu, an unassuming science teacher who is up to something in his garage workshop late at night. We quickly discover that he has managed to pull off what could possibly be his greatest achievement ever. Using a mismatch of recycled metal and computer parts, he has created a functioning, somewhat autonomous, robotic version of himself. His very own S’bu 2.0. The advert plays out a variety of scenarios where the real S’bu has been replaced with his 2.0 version – confusion and chaos ensue.

“With such a proudly South African client, we always try to create ideas that are relevant. We try to showcase real South Africans at the forefront of global playing fields in an entertaining and humorous way. So, whether it involves sending a South African to space, a South African archaeologist exploring an ancient Egyptian tomb or like now, a South African science teacher that has built a real-life, functioning, robotic replica of himself, we’re always trying to create a sense of pride and patriotism through our commercials,” concludes Martin Schlumpf, creative director, Joe Public.

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

Executive Creative Director: Roanna Williams

Creative Director: Martin Schlumpf
Senior Art Director: Gareth O'Callaghan
Senior Copywriter: Cameron Fraser
Group Account Director: Amber Mackeurtan
Agency TV Producer: Di Cole
Production Company: Romance Films
Director: Greg Gray
Director of Photography: Jamie Ramsay
Executive Producer: Helena Woodfine
Production Art Director: Chris Bass
Post-production: Blade
Editor: Ricky Boyd, Deliverance
Colorist: Craig Simonetti
Online Operator: Jean Du Plessis, The Bladeworks
Audio: Louis Enslin, Produce Sound
SFX: Chocolate Tribe/ The Bladeworks

Founded in 1998 and growing into Joe Public United in 2007, makes this brand and communications group one of South Africa's largest 100% independently owned advertising agencies. Its core purpose is to deliver on Growthn – growth of its clients, people and country as well as aiming to be an agency that inspires greatness. The group's service offering is through its specialist companies: Joe Public (Above-the-line), Connect Joe Public (Digital), Engage Joe Public (Public Relations), Ignite Joe Public (Cross-platform) and Shift Joe Public (Brand Design). The group also has African and European partners/affiliates in 8 different countries.

For more information, visit www.joepublic.co.za and follow on [@JoePublicUnited](#), [Facebook](#) and [Instagram](#).

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- **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.

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