BIZCOMMUNITY

Nando's takes poultry view of Parly outburst...



click to enlarge

Nando's is crying "fowl" over DA MP Dianne Kohler Barnard's <u>outburst in Parliament</u> earlier this week in which she allegedly said something rather naughty. The chain reckons that Nando's branches are the *only* place where it's acceptable to use 'fowl' language, for example, referring to someone as a 'clucking idiot' - though Barnard did not actually say that. So with the buy-in of Nando's marketing manager Sylvester Chauke (who's no choker), the creative team at Blackriver FC - Jessica Crozier (copy writer), Sifiso Tshabalala (art director) and Meggy Brink (account manager) - led by ECD Ahmed Tilly, decided to create a Nando's viral (not a version of bird flu, mind) to ensure this sort of thing **does not** happen again.

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