

The return of Chucky



The Chucky saga continues with Nissan's cheeky comeback at Isuzu's Chuck Norris billboards, 'Chuck drives an Isuzu'. The roving Nissan billboards - parked under the Isuzu billboards, read: 'What's the matter Chuck, we too tough for ya?'



TBWA G1\, the in-house agency for Nissan, are packing a punch and catching the eye of peak hour traffic with this cleverly developed tactical campaign which leverages against the hype of the global Chuck Norris humour phenomena.

This 'tongue-in-cheek' idea was born from Hunt Lascaris creative team - Camilla Herberstein, creative director; Brent Singer, art director; Jason Kempen, copywriter; and Theo Ferreira, executive creative director.

The advertising is by ComutaNet Trailer Advertising. The trailer was branded with Nissan insignia and hooked up to a new Navara to drive the message home.

Chuck Norris has exploded onto the pop culture radar with his tough guy image spawning a virus of jokes and dedicated websites. Go to www.chucknorrisfacts.com for more Chucky gems!

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