

Iceland gets a taste for Chicken Licken

Chicken Licken has just launched their brand-new offering, the Double Chick'n Boerie Burger, which is a chicken patty infused with special boerewors flavouring. To advertise this new product to the country, brand and communications agency Joe Public United took it all the way from the south of sunny Africa to the north of icy Iceland. Shot in a documentary style, the new TV commercial and integrated campaign tell the story of an Icelandic boy who starts displaying characteristics that seem all too familiar to South Africans.

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