

Everyone's talking about it. Even Kentucky

Issued by [Joe Public](#)

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While December in South Africa is holiday season, January is inevitably broke season. Earlier this year South African fried chicken fast-food chain, Chicken Licken®, launched a campaign for their wallet-friendly EasyBucks® meals, based on the idea of 'everyone's talking about it.'



Everyone is talking about Chicken Licken's EasyBucks meal

Joe Public 12 Feb 2020



All of the elements in the integrated campaign – from the film to the extended online films, the interactive website to social engagement and tactical print – ensured that the entire country was talking about EasyBucks®.





And now, in the next instalment of the campaign, they've taken the concept a step further.

Unique to South Africa is the fact that locals still call Chicken Licken®'s biggest competitor 'Kentucky'. So, they decided to get the home of this competitor talking too, by putting up an EasyBucks® billboard in the last place you'd expect: Kentucky USA. The price of R24 was converted into US dollars, translating to a ridiculously low \$1,60. And that certainly got Kentucky talking! The team filmed the locals' reactions to the billboard, the low price and their eagerness to try Chicken Licken®, in order to create an online film.

Directed by Joe Public United Film Director, Katlego Baaitse and produced by Burley Boys Productions, it's a lovely, entertaining peek into the lives of salt-of-the-earth Kentuckians and, of course, a cheeky poke at the competition. The film went live on 25 March 2020 and is expected to get South Africa talking about EasyBucks® yet again.



Brand: Chicken Licken
Client: Chantal Sombonos van Tonder
Agency: Joe Public United
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Strategy: Leigh Tayler
Account management: Amber Mackeurtan, Asbo Ofori-Amanfo
Agency TV producer: Wendy Botha
Production company: Burley Boys
Director: Katlego Baaitse
Director of photography: Barend Stofberg
Executive Producer: Daryl Burley
Producer: Warren Burley
Post-production: Burley Boys
Editor: Barend Stofberg
Colourist: Alex May
Online operator: Hofmeyr Smit
Audio: Warren Burley

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