

KFC & Hang Ten

Lame, Lame, Lame

The new KFC TV ad with the two surfers sitting in a combi, the radio ad featuring a 'Mr Tompson' and the Hang Ten website featuring a new footwear deal.

Who writes this rubbish, its a total embarreusement to the two brands. The copywriters of these two campaigns as well as the teams that created the material should be bundled into a plane, flown down to North Beach in Durban and thrown off the end of the pier, or at least they should have researched the surf market representation a little more carefully - 'cool', 'dude' and 'fully' died a slow and flowery death in the late 1970's. The surf community at large are cringing every time these ads come on, what next - the 'Colonel' rides the next wave on his KFC bucket?

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