

SoulSister brings some soul

Issued by Joe Public

It's time for the world to meet the Soul Sisters. Here to inspire and celebrate sisters everywhere in a quirky and unique way that only Chicken Licken® can. In partnership with brand and communications agency Joe Public United, Chicken Licken® embraced women's daily struggles to find insightful, humorous ways to market the SoulSister® Party 4 meal for the first time.



Inspired by the meal's name, the brand deviates from its famous long-format film style. Bringing the Soul Sisters to life in six 45" spots, and one 20" spot. An integrated campaign approach which looks to include elements such as TV, social media, digital, outdoor and activations, aiming to resonate and delight.

Each film depicts a scene where a sister needs some encouragement or celebration, and the Soul Sisters show up in support. They are backup singers in real life, there to back our sisters up. They embody women who reach out to help a fellow sister. Showcasing a more cohesive female bond where women support, shine a light on and show up for each other in various different situations.



"Imagine if you had backup sisters who popped up, whenever you needed them," said <u>Joe Public</u> creative team Natalie Walker and Jeanine Vermaak. It was exciting to create an ad that celebrates women but still in a quirky, Chicken Licken® way."

Produced and directed by Greg Gray of Romance Films, the campaign delivers a humorous performance by the singing Soul Sisters trio. Their overall look was inspired by soul icons like The Supremes, and we recreated typical '60s wardrobe, hair and make-up to dazzle South African audiences.



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"Because our concept was based on soul singers, we had to make sure our music was authentic, said Xolisa Dyeshana, Joe Public CCO. We worked with Adam Howard of Howard Audio, a classically trained composer and musician, to create our unique soul songs."

Of course, the real stars are the Soul Sisters, who devoted long hours in sequins and heels to bring the concept to life. Hopefully bringing sisters all over South Africa a smile, and inspiring them to back a sister up when she needs some soul.

Watch the ads here (playlist): http://bit.ly/2HI3sLu.

Credits

Brand: Chicken Licken® Client: Chantal Sombonos van Tonder Group Chief Creative Officer: Pepe Marais Agency: Joe Public United (ATL & Digital) Chief Creative Officer: Xolisa Dyeshana **Executive Creative Director:** Roanna Williams Senior Art Director: Natalie Walker Senior Copywriter: Jeanine Vermaak Copywriter (Supermarket): Tshepo Tumahole Group Account Director: Amber Mackeurtan Head of TV and Radio: Di Cole Lead Actresses: Gugu Dhlamini/Nancy Sekhokoane/Kanyi Nokwe Choreographer: David Matamela Production Company: Romance Films Director: Greg Gray Exec Produce: Helene Woodfine Director of Photography: Paul Gilpin Production Art Director: Keenan McAdam Wardrobe Stylist: Bridget Baker + Sandra Smit Editor & Company: Ricky Boyd/Deliverance Visual Effects Company: Chocolate Tribe Music Company/Composer/Sound: Howard Audio/Adam Howard Post Production Online: Jean Du Plessis/Chocolate Tribe Post Production Offline: Ricky Boyd/Deliverance Colourist: Craig Simonetti Head of Wigs and Hair: Daleen Badenhorst Head of Make-up: Marilyn du Preez

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