

Chicken Licken - new Nuggets of Wisdom for a new year

Issued by [Joe Public](#)

31 Jan 2022

If 2021 taught us anything, it's that we can do with all the help we can get to make it through another year of this new crazy-that-we-now-call-normal. So, Chicken Licken SoulBites® has returned to serve some fresh Nuggets of Wisdom, packed with all the entertaining advice Mzansi needs to survive 2022 with our sense of humour intact.



Directed by Greg Gray of Romance Films, in collaboration with Joe Public United, the new burst of Nuggets has seen Chicken Licken return to its top trending spot on Twitter, this time with an extra tongue-in-cheek surprise. The first film stars one of South Africa's most talked-about figures: celebrity artist, Rasta. Playing the role of a prospective police sketch artist being interviewed by a police chief, we follow the hilarious consequences that could come of *not* heeding the Nugget of Wisdom: *Choose your sketch artist wisely*.

The second film helps the nation navigate safely to the end of its Januworries with a sage new Nugget of Wisdom: no matter how tempting your cash-strapped inclination might be not to do so – *Always put in petrol*.

"One of the biggest rewards of collaborating with Chicken Licken is the opportunity not only to serve the growth of the brand, but in many ways, of the nation as a whole. By creating common ground that gives us all permission to laugh together – even at ourselves – we can draw people together, rather than driving them apart," says integrated chief creative officer, Xolisa Dyeshana, Joe Public United.

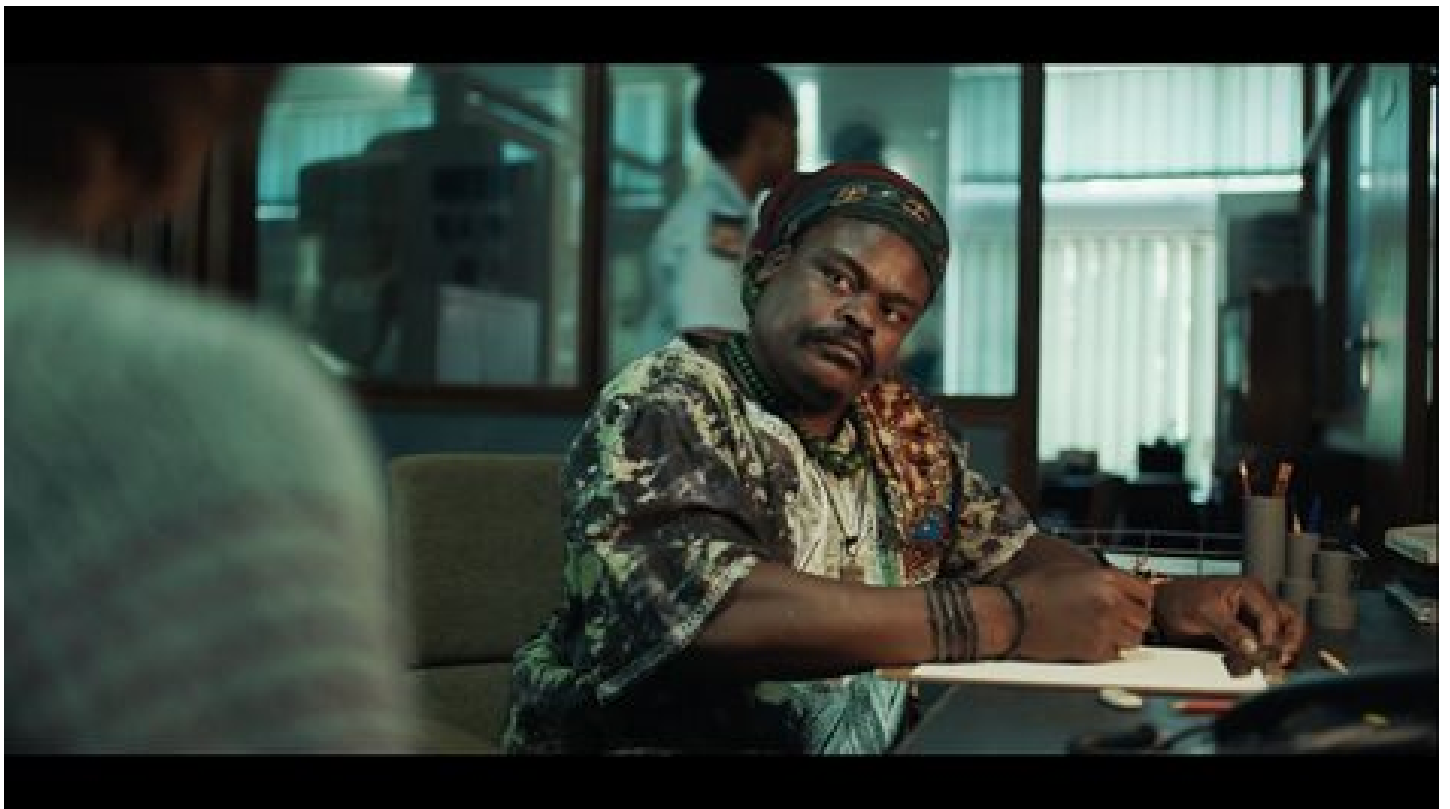
As promised, SoulBites Nuggets of Wisdom will continue to roll out into February across media channels, to help South Africans laugh their way out of trouble and keep things running relatively smoothly for a – dare we say it? – *great* 2022.

#SoulBites

Twitter: @ChickenLickenSA

Facebook: Chicken Licken

YouTube: Chicken Licken SA



Credits:

Brand: Chicken Licken

Group Chief Creative Officer: Pepe Marais

Integrated Chief Creative Officer: Xolisa Dyeshana

Integrated Creative Director: Assaf Levy

Integrated Senior Copywriter: Michelle McKenna

Integrated Senior Art Director: Alexa Craner

Integrated Copywriter: Tlhogi Swaratlhe

Integrated Art Director: Ovayo Ntlabati

Creative Business Director: Amber Mackeurtan

Account Manager: Sinethembe Skonde
Head of TV & Radio: Di Cole
Director: Greg Gray
Executive Producer: Helena Woodfine
Line Producer: Shannon McDougall
Director of Photography: Adam Bentel
Production Art Director: Will Boyes
Stylist | Costume Design: Bridget Baker
Head of Research: Maghiel van Dorssen
Principal Actors: Rasta, Mpho Molepo, Sne Dladla
Editor: Ricky Boyd
Editing Company: Deliverance Post
Visual Effects: Jean du Plessis
Post-production: Chocolate Tribe
Audio & Sound Design: Stephen Webster, Ricky Boyd
Sound Studio: The WorkRoom

▪ **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024

▪ **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024

▪ **When love is tough, Love Me Tender** 15 Feb 2024

▪ **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023

▪ **Joe Public Cape Town puts 'eats' into everything in latest Uber Eats TVC** 17 Nov 2023



Joe Public

Joe Public

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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