

# Nando's CEO ad: Great fun, but is it effective?

 By [Walter Pike](#)

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I love the [Nando's CEO campaign](#), but it's still an old school advertising campaign in the 'interrupting the viewer' model. There is no doubt that it's witty and clever and it uses multiple channels effectively, but I'm not convinced that it will retain appeal after the initial reaction from viewers.

I have always been a fan of opportunistic advertising, and I love the new [Nando's viral ad](#). In tried and tested Nando's style, it makes sure that it will be noticed, and that is always the biggest problem that advertising faces!

...The Nando's CEO campaign does an excellent job of interrupting you because it is able to ride on the massive awareness created by the huge Cell C campaign... But, in the final analysis, this is all noise.

Read the [full story](#) on [www.memeburn.com](http://www.memeburn.com).

## ABOUT WALTER PIKE

Walter has decades long experience in advertising, PR, digital marketing and social media both as a practitioner and as an academic. As a public speaker; Speaks on the future of advertising in the post - broadcast era. As an activist; works in an intersection of feminism & racism He has devised an intervention in unpacking whiteness for white people As an educator; upskilling programs in marketing comms, advertising & social in South, West and East Africa. Social crisis management consultant & educator. Ideaorg founder

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