

# New radio spot airs in Debonairs Pizza's 'Lamba Busters' campaign

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A new radio spot - the fourth in a series promoting Debonairs Pizza's '#Un-lamba yourself' special offers - has broken on 5FM and Metro FM.

As with previous spots in the campaign, 'No Goal Today' utilises La Bamba, the easily-recognisable foot-tapping tune made famous in 1958 by Mexican-American musician Ritchie Valens, as the auditory device to give the campaign its 'legs' or continuity.

Put together by FCB Creative Director Greg Cameron, Art Director Mpumi Ngwenya and Copywriter Mbeu Kambuwa, and recorded in Bryanston at Rob Roy Music, the new 30-second ad bemoans the 'shocker' of a game a soccer player is having because he didn't eat.

As a result, there's 'no goals today, no goals today.'

The implication is clear, when you need to beat your hunger – and score – do so with Debonairs Pizza's '#Un-lamba yourself' – a choice of one of three delicious 'lamba busters' for only R21.90.

You can listen to the new ad here:

## Credits:

Client: Famous Brands

Brand: Debonairs Pizza

Marketing Executive: Toni Joubert

Creative agency: FCB Joburg

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Account Director: Kefilwe Khanda

Account Executive: Kaylyn Naicker

Joint Chief Creative Officer: Ahmed Tilly  
Creative Director: Greg Cameron  
Copywriter: Mbeu Kambuwa  
Art Director: Mpumi Ngwenya  
Strategic Planners: Stuart Sims and Katherine Anousakis  
Radio Production: Nakita Bolus  
Media planners: Jedd Cokayne - The Media Shop  
Production company: Rob Roy Music

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