

# Iceland gets a taste for Chicken Licken

Issued by [Joe Public](#)

5 Oct 2017

Chicken Licken® has just launched its brand-new offering, the **Double Chick'n Boerie™ Burger**, which is a chicken patty infused with special boerewors flavouring. To advertise this new product to the country, brand and communications agency Joe Public United took it all the way from the south of sunny Africa to the north of icy Iceland. Shot in a documentary style, the new TV commercial and integrated campaign tell the story of an Icelandic boy who starts displaying characteristics that seem all too familiar to South Africans.





Teaming up with director Alan Irvin from They Shoot Films and Icelandic production house, Truenorth, Joe Public United created a quirky, humorous and endearing commercial filmed in Iceland with an Icelandic and a South African cast.

In the TVC the viewer meets Björgvin Rafnkelsson and his family from the village of Vík í Mýrdal in Iceland. His family tells the documentary crew how Björgvin, over the last few years, has started displaying strange behaviour that they don't understand. As the commercial unravels, we see different examples of this Icelandic boy's unusual characteristics until one fateful day, when a South African comes to their rescue with a special package from Chicken Licken, of course.

"It's always an exciting challenge to think of the next execution for our client Chicken Licken, and this time we really wanted to do something unexpected for an unexpected product – **Double Chick'n Boerie™ Burger**. Key to what we wanted to portray is the fact that South Africans, no matter where we are in the world, can recognise one another and have a common connection," concludes Xolisa Dyeshana, Chief Creative Officer, Joe Public United.

Watch the TVC:

### **Agency 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  
Creative Group Head: Natalie Walker  
Senior Copywriter: Marjolein Rossouw  
Group Account Director: Amber Mackeurtan  
Agency TV Producer: Yash Raidu  
Production Company: They Shoot Films  
Director: Alan Irvin  
Director of Photography: Adam Bentel  
Executive Producer: Darren Gordon  
Production Company (Reykjavik): Truenorth Productions  
Post-production: Left  
Editor: Saki Bergh  
Colorist: Craig Simonetti  
Online Operator: Keno Naidoo  
Audio: Sterling Sound; Lorens Persson

" **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



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>