

SoulSister brings some soul

Issued by [Joe Public](#)

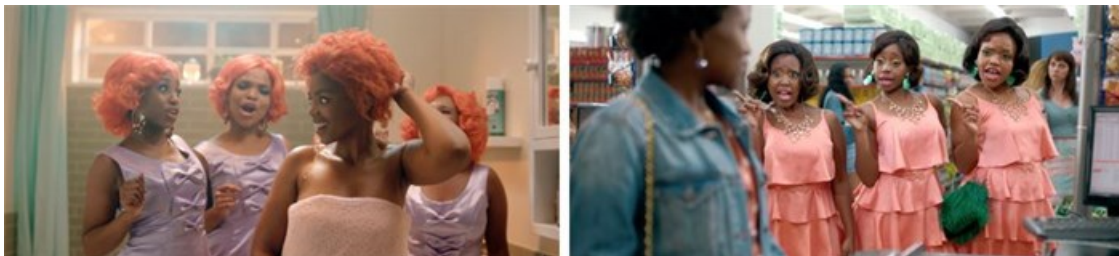
27 May 2019

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.



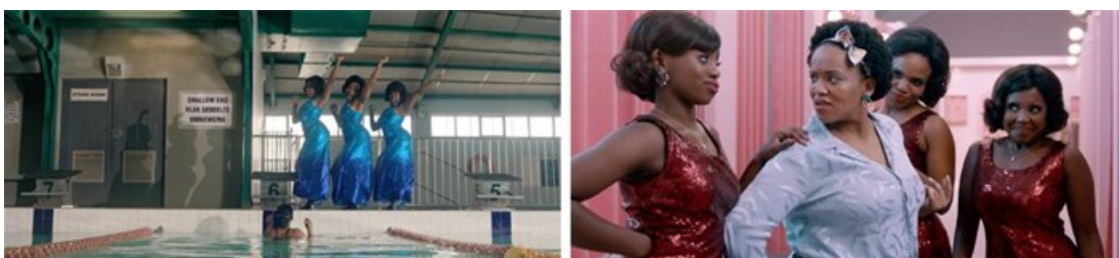
Inspired by the meal's name, the brand deviates from its famous long-format film style. Bringing the Soul Sisters to life in six 45" spots, and one 20" spot. An integrated campaign approach which looks to include elements such as TV, social media, digital, outdoor and activations, aiming to resonate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



“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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° **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

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