



BRANDS

Nando's
King Pie

CATEGORY

Food & Beverage

Campaigns
In store posters

CATEGORY

Print advert

KFC Grilled Twister

YEAR

2009

BRIEF

Introducing KFC's Grilled Twister - the healthier alternative is the latest fashion accessory.



CATEGORY

TV Commercial

KFC Streetwise Meal - "Makoti"

YEAR

2008

BRIEF

Makoti (daughter in-law) is welcoming her in-laws into her home and upon entering, her in-laws are shocked to see that the house is full of expensive furniture, prompting the in-laws to conclude that Makoti is recklessly spending their son's money. Makoti can hear their disapproving sighs from the kitchen and she smiles to herself because she knows only KFC's Family Feast meal will win them over.



CATEGORY

Promotional

King Pie

YEAR

2012

KING PIE



CATEGORY

Campaign

Nando's Christmas Campaign

YEAR

2012

BRIEF

To make Nando's the gathering place of choice over the festive season.

koko-ano meal
CAMPAIGN



INSIGHT

The festive season brings Batswana people home to Botswana where they reunite with their families and friends.

REASON TO BELIEVE

Nando's is serving the Koko-ano meal this season. Its great value for money and there's enough in one festive meal to feed my family/friends.

THE MEAL

'Koko-ano' is a play on the Setswana words, koko=chicken and kokoano=gathering and in the new context means 'we are gathering for chicken'

