

Nando's takes a shot at a new TVC

In keeping with Nando's tradition, their new TVC is cheeky, controversial and amusing. (Video)



The new TVC tells the story of the unlikely meeting of four ministerial cavalcades at a single intersection at the same time. A dispute ensues, as they futilely argue about who is more important and who should have the right of way.

As happens so frequently in SA, things get quite heated, but finally the tension of the situation is humorously diffused in a quintessentially South African way.

Says Nando's marketing director Mike Cathie: "Self-important officials irritate everybody so we took the opportunity in this commercial to make fun of them in a light-hearted way. It might not always be the case with politicians, but at Nando's we serve the people."

[View - and enjoy - the new TVC here](#)

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