

'Blue-light brigade' TVC proves popular online

Following up on Nando's popular 'Blue-light brigade' TVC, which shows a comic interpretation of what would happen if four blue-light brigades were to try to halt each other at an intersection, it was released on YouTube. A related hashtag was promoted on Twitter and social media users were invited to have their say in a poll on MXit or like posts on Facebook.

The YouTube video has received over half a million views thus far and is currently trending on YouTube in South Africa, ranking in the top three most popular videos now. Within just a few days, over 8000 people have participated in a poll across social media channels, including MXit, which asked, "Should blue light brigades wait in line like everyone else?"

The hashtag #NoBlueLights has gained traction on Twitter and the related Facebook posts have received over 600 likes.

View the video

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