

Chicken Licken recreates classic TV series *Knight Rider* to introduce the new Super Slider: "Nyathi Rider"

Issued by [Joe Public](#)

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Michael Knight and Kitt are an '80s duo that every South African knows and loves. But what if Kitt was no longer in America? What if he had a new owner and a new best friend? Chicken Licken®, together with their brand and communications agency, Joe Public United, reimagined this classic in a South African context to create a new off-the-wall film: "Nyathi Rider". The seamless connection with *Knight Rider* introduces South Africans to not just the new Super Slider but a new rider, Michael Nyathi.



Leveraging on the predilection for rewatching old series, the film strikes the perfect balance between then and now. The director, Mfundo Mkhize from [Ola Films](#), was able to evoke nostalgia of the classic TV series while giving it a modern twist. He went as far as to track down Kitt and even put a brand-new spin on the iconic theme song.



“We are thrilled to share such a great partnership with Chicken Licken who allows us to explore and experiment within the creative space. The film delivers a humorous and well-crafted reboot of the much-loved *Knight Rider* and the the sleek talking car that helped Michael Knight solve crimes. This brand connection was a no-brainer. Just like how everybody revered Michael’s car, we believe everybody will love the new Chicken Licken Super Slider,” says chief creative officer Xolisa Dyeshana, Joe Public United.



They also crave it
Joe Public 26 Jan 2021



Chicken Licken’s belief in storytelling through creativity is evident in the films as it pushes brand and product awareness through nostalgia, which aims to elicit the current ‘rewatching phenomenon’.

Watch it here:

Credits:

Brand: Chicken Licken®
Client: Chantal Sombonos van Tonder
Agency: Joe Public
Group Chief Creative Officer: Pepe Marais
Chief Creative Officer: Xolisa Dyeshana
Executive Creative Director: Megan Perks
Creative Director: Claudi Potter
Art Director: Tshepo Mogorosi
Copywriter: Tshepo Tumahole
Creative Business Director: Amber Mackeurtan
Account Manager: Asbo Ofori-Amanfo
Social Media Manager: Karabo Mashele
Agency Producer: Yash Raidu
Media: Suraya Pillay
Production Company: Ola Films
Director: Mfundo Mkhize
Exec Producers: Olivia Leitch/Brian Critchfield
Director of Photography: Adam Bentel
Production Art Director: Keenan McAdam
Wardrobe Stylist: Rozanne Whyte
Editor and Company: Saki Bergh/Left Post Production
VFX Creative Director and On-set Supervisor: Wayne Smith
Lead Composer: Keno Naidoo
Colourist : Craig Simonetti
Music Company/Composer: Zethu Mashika
Audio/Final Mix : Sergio da Cruz

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