

The Cape Town TV ad that has the soccer world rolling with laughter

Issued by [Ogilvy South Africa](#)

5 Jul 2018

A television commercial developed in Cape Town has become one of the most globally shared pieces of video connected to football in the past three weeks.



The "Keep Rolling" ad created by Ogilvy Cape Town for KFC Africa shows a fictional player named Herbz who takes an exaggerated dive during a game at Athlone Stadium and then rolls out of the arena and keeps rolling through various comical local scenarios until he gets to the KFC when he is miraculously fine and keen for a Streetwise meal.

Ogilvy's Alex Goldberg says, "Every time a famous player dives and rolls in agony on television, Twitter around the world goes crazy with shares of the ad tagged as 'the replay of the incident'." The agency's Safaraaz Sindhi believes "Keep Rolling" hit "a sweet spot of being a very funny take on something everyone's talking about, which somehow gets funnier the longer the video goes on."

- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024
- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024
- **Ogilvy's new AI-driven campaign for Audi, makes the impossible possible** 25 Mar 2024
- **Ogilvy launches a Creative Technology Academy for emerging South African Talent** 18 Mar 2024
- **Ogilvy Health leverages the power of data to launch South Africa's first patient-led cancer registry** 26 Feb 2024

[Ogilvy South Africa](#)



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>