

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

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.

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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."

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