

Press Release for Patriot Films: KFC 'Can't Resist' directed by Sam Coleman for Ogilvy Johannesburg

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## **The Colonel casts his spell in bewitching KFC campaign directed by Patriot's Sam Coleman**

All willpower crumbles under the seductive powers of the Colonel in director Sam Coleman's irresistible new campaign for KFC and Ogilvy Johannesburg. The tantalisingly dark and moody spots portray the very moment when we give into our deepest desires, in this case KFC.



[Watch the campaign commercials and BTS here.](#)

KFC 'Can't Resist' is an atmospheric campaign that tells the stories of frustration, desire, resistance and finally letting go. Using a long take approach largely free of technique and editing, Sam Coleman explores the journey from the first moment of seduction all the way to surrender. With no dialogue, the spots are about the character's inner struggle and in the red glow of the ever-present Colonel, the witchy atmosphere is underscored by a rendition Nina Simone's 'I Put a Spell on You'.

Sam elicits evocative performances in ostensibly small uninterrupted moments, while crafting a strong visual world. Elegantly drawing the audience in through his choice of angles, he captures the instant the characters become powerless to the finger lickin indulgence.

About developing the scenes and capturing the character's inner journey, Sam says: *'The challenge was to show the exact moment when resistance caves in and the characters succumb to KFC. In a sense, that then made the moments before and after equally important. Allowing the actor to be caught in that moment before they give in, and letting that build up, seemed to be where the good stuff would be. I opted to let the tension build as much as possible and let each character interpret their own "breakdown" without cutting.'*

[Watch the campaign commercials and BTS here.](#)

Says Ogilvy Johannesburg's Senior Art Director, Naledi Manama: *'Sam Coleman's stylistic approach to treating the mix of food and narrative has brought a fresh, interesting and eye-catching visual language that lent itself to KFC's new way of showcasing irresistibility.'*

[Find out more about Sam and Patriot Films here.](#)

[Patriot Films on Facebook.](#)

[Patriot Films on Instagram.](#)

#### **CREDITS:**

##### **CLIENT:**

KFC South Africa

Marketing Director: Grant Macpherson

Brand Manager: Kim Bryden

##### **AGENCY:**

Ogilvy Johannesburg

Chief Creative Officer: Kabelo Moshapalo

Exec Creative Director: Peter Little

Creative Partner: Safaraaz Sindhi

Creative Director: Chantelle Dos Santos

Senior Art Director: Rob Hart

Art Director: Naledi Manama

Senior Copywriter: Andre Vrodoljak; Abas Rashid

Group Managing Partner: Greg Pfuhl

Senior Account Director: Cindy Booysen

Senior TV Producer: Tsakane Mogale

PM: Natalie Choate

##### **PATRIOT**

Director : Sam Coleman

Exec Producer: Zayd Halim

Senior Producer: Tess Tambourlas

Production Manager: Kelly Ryan

Production Coordinator: Tania Onyems

##### **CREW**

DOP: Pierre De Villiers

1st AD: Carey Lagoe

Art Director: Keenan McAdam

Food Stylist: Marilyn Shorten

KFC Chef: Sam Mdluli

Wardrobe Stylist: Catherine De Reuck

Hair & Make-Up: Carla Fourie

Stills Photographer: Andile Phewa

## **POST**

Post Production Facility: Priest

Editor: Matthew Swanepoel

Grade: Kyle Stroebel at Refinery Cape Town

Online: Nathan Anderson

## **AUDIO**

Audio: Sterling Sound

Engineer: Lorens Persson

Cover track: "I Put a Spell on You" By Adona Andrews

Music Clearance: Marc Algranti Music

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## ***Who is Patriot Films?***

*Patriot Films is a South African film production company that specialises in commercials, music videos and content. Founded by Director Anton Visser and Executive Producer Zayd Halim they represent directors Aadil Dhalech, Sam Coleman and Anton Visser.*