

## Nando's latest ad campaign takes a cheap, sanitised shot at a rival

 By Andy Walker

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If I see another person shouting "wash your hands" on social media, I'm going to go insane. That said, I'll allow Nando's latest savage ad campaign.



The restaurant chain has transformed a public service announcement into a shot at a close rival, and it's a pretty impressive piece of marketing.

In its new ad campaign seemingly inspired by KFC's "Finger Lickin' Good" slogan and the need for better hygiene during the COVID-19 epidemic, the company's created... well, this.

I'll leave the below tweet to speak for itself.

“ The power is in our hands, wash them.  [pic.twitter.com/ct0rYjVFwE](https://pic.twitter.com/ct0rYjVFwE)— NandosSA (@NandosSA) [March 18, 2020](#) ”

I mean, how do you come back from that?

Understandably, Twitter users, who've been bombarded by Covid-19 news all week, sought some relief in the joke.

“ Shots fired... i repeat shots fired shots fired! [pic.twitter.com/xXwfr1l6Br](https://pic.twitter.com/xXwfr1l6Br)— Cassius Lebogo Wa Mohananwa (@arealcash) [March 18, 2020](#) ”

“ [pic.twitter.com/nD4c1Xte9e](https://pic.twitter.com/nD4c1Xte9e)— L E S E D I (@\_Hybreed\_) [March 18, 2020](#) ”

“  [pic.twitter.com/iRWN9hOVtQ](https://pic.twitter.com/iRWN9hOVtQ)— Winnie Phiri (@winniesihle) [March 18, 2020](#) ”

We're eagerly awaiting the come back.

## ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Memeburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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