

## STEAMY COMMERCIAL, MAKES MOUTHS DROOL OVER HOT CHICKS AND BURGERS



This ad is all about flesh, the animal and the human kind. Carl Jr. and Hardee's promise to make the barbeque experience all the more enticing, with the Memphis BBQ burger, which is new "meat-on-meat" burger that marries sauce-filled smoked pork with charbroiled beef patty to craft a match made in barbeque heaven. Giving company to the delectable pair, are crispy onion rings, melting American Cheese and Memphis-style barbeque sauce spread over a bun liberally sprinkled with sesame seeds – a treat for the eyes and the taste buds. The same applies to the two hotties, who are featured in the burger's promotional campaign, one a beautiful curvaceous blonde and the other a stunning brunette. Both face each other over a BBQ room to grill their respective goods – pulled pork and burgers. Tensions flare as they jostle for the best space on the scorching grill, when in a sudden moment of insight and understanding, the two decide to combine the two for the perfect pairing. These two mesmerizing hotties are Sara Jean Underwood and Emily Ratajkowski. Sara was a Playboy Playmate earlier and currently is a presenter on G4TV's "Attack Of The Show" Emily on the other hand as been described as having "a body so impossible, it defies reality." The gyrating of the two skimpily clad stunning girls, wearing halter-tops that enhance cleavage and tiny shorts that reveal perfectly shaped butts raise more heat than the one coming from the grill. Once they compromised on their wants, which has resulted in the birth of the new "Memphis BBQ burger" they celebrate in a sexualized version of interlinked feasting, which the ad hash tags, MeatEmbrace. The "Best Pair" double entendre is not lost on viewers that draws attention to the two meats used in the new burger and the, blatantly observable "Meat-ification," of their impossibly sexy models. Brad Haley, chief marketing officer for Carl's Jr. and Hardee's said, that "Given our success over the years combining famous American sandwiches with charbroiled burgers, we wanted to try to marry the great taste of pulled pork with a cheeseburger and the result was delicious." The ad campaign was created by Los Angeles- and Amsterdam-based creative agency 72andSunny. It was directed by Chris Applebaum, known for making music videos and ads, including the brands' iconic spots starring Kim Kardashian, Paris Hilton, Padma Lakshmi and, most recently, Kate Upton Has the burger chain pushed the boundaries of good taste? The ad will have its share of friends and foes, but the ad does make you hungry. Question is, for what?