

got chicken?

by chrystal rowe

The Roar takes you behind the scenes on a closed set in rural North Carolina during the off season to see exactly how Bojangles marries their Southern Fried Chicken with the Panthers well known quarterback.

The relationship between Jake Delhomme and Bojangles began in 2004 and has resulted in a partnership between the two groups, with Bojangles feeling Jake is a natural fit.

"What you see is what you get. He is a pro at everything he does and he is a natural fit for Bojangles. As a Cajun he is a little bit spicy, which goes with Bojangles well," confirmed creative director Seth Warner.

After three well known and talked about television spots, including a spoof on the movie Jerry McGuire, most Panthers fans have come to appreciate the acting skills of Jake Delhomme displayed in the infamous spots—and on this commercial, a parody of the movie *Field of Dreams*, Jake delivered again.

"It is a little awkward. I am by no means an actor, and I don't try to be. I play football for a living—and this is something that just worked out on the side," said Jake.

But Randy Poindexter, senior vice president of marketing, has a different assessment of Jake's abilities off the field.

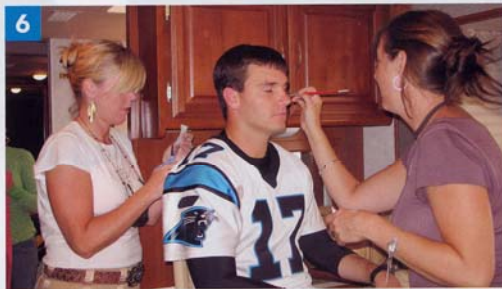
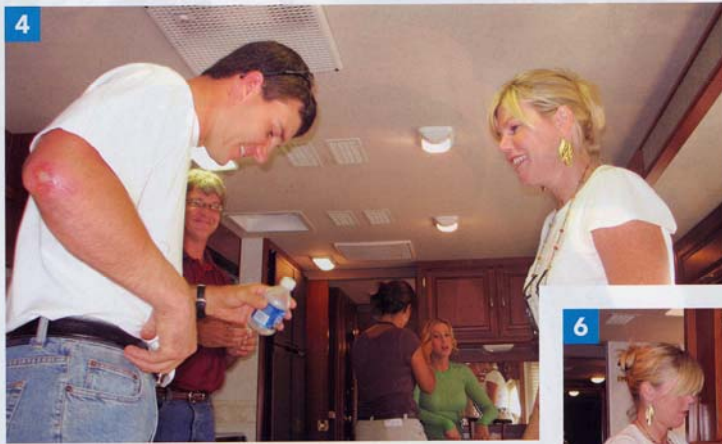
"Jake might disagree, but I think he certainly could have a career in broadcasting or movies after he finishes playing football. I know he loves his family's horse racing business, but if he wants to go into acting, I think he has the talent. He really is very comfortable doing the commercials. I don't think he sees it as acting. I think Jake is just being himself."

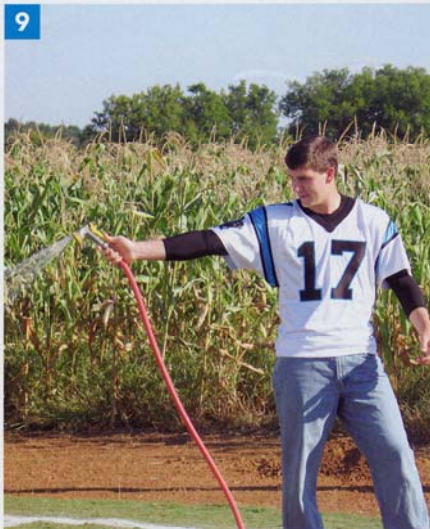
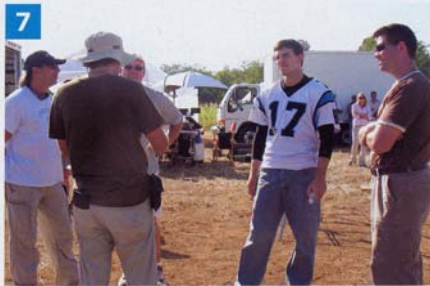
And Jake just being himself has certainly

caught the attention of the public.

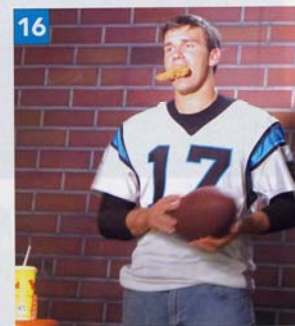
"All three of the commercials we have done so far have been received well," stated Randy Poindexter, "but I must admit, 'Show me the Chicken' has received the most favorable comments. I even have friends when they see me at the grocery store or at the mall yell, 'Show me the Chicken' instead of using my name. Other folks at Bojangles' have had the same reaction. People just love Jake. What you see is what you get. He is such a nice individual, and his growing popularity has not changed him at all."

Watch your televisions this fall to see the final product of Jake's long day.





- 1** Jake wasn't the only celebrity on the scene—Miss USA Chelsea Cooley was on the set to shoot her own Bojangles Commercial. Chelsea took time out to take a photo with Randy Poindexter, Sr. Vice President of Marketing with Bojangles.
- 2** Prior to Jake's arrival, the crew sets up the first shot of the day in a cornfield outside of Winston Salem.
- 3** With the help of pilots Joe Sapp and Dan Melogy, Jake arrives at the set in style!
- 4** First step in a long afternoon of shooting is wardrobe, located in a motor home on the set. Michele Whaley discusses with Jake his wardrobe changes for the day, including his jean size and shoe size to make sure her purchases will work!
- 5** Johanna Jowett, the actress playing Jake's wife in the commercial, finishes in hair and makeup.
- 6** With his wardrobe change complete, Jake sits down so Karen Weast can apply some makeup and Michele can do some final touches on his outfit.
- 7** Jake arrives at the set and catches up with Sam Crawford, director, Seth Warner, executive creative director, Stan Vaughan, producer, and Matt Ferguson, agency account director.
- 8** After a few rehearsals of the scene, Jake waits for the crew to make sure they are all set to get the shot.
- 9** Action! However, the one thing you don't see in the photo is that Jake is soaking the boom mike operator with the water hose!
- 10** Jake takes direction from the director in this scene as the crew watches on.
- 11** Jake takes a moment to pose with his body double, Brandon O'Brien and the other actors in the commercial, John Brennan (25), Billy Mulwee (8) and Austin Herring (1).



12 The sign of every great actor—their chair! And Jake was no different—but the name on the back was a last second thought.

13 Jake and the director discuss the next scene in the commercial—which put Jake in overalls and boots. Confirmed—the first sighting of Jake ever in overalls!

14 Time for the next wardrobe change, but this time the dressing room was not as glamorous—probably the first time Jake has changed clothes in the back of a Ryder truck!

15 Jake nails the shot in about three takes.

16 Jake displays some of his hidden talents—eating a piece of Bojangles chicken while spinning the football. The task is certainly harder that Jake makes it look!

17 During a set change in the “Jake’s Dream” commercial, Jake is taken to a makeshift set to film a second commercial.

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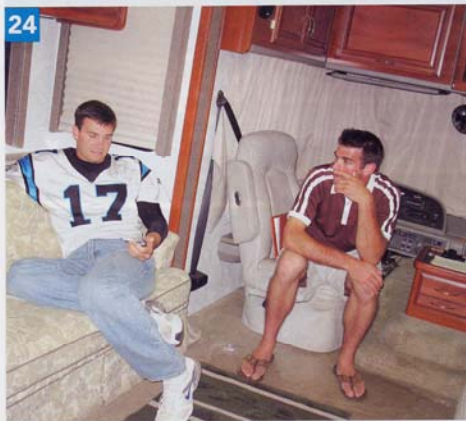
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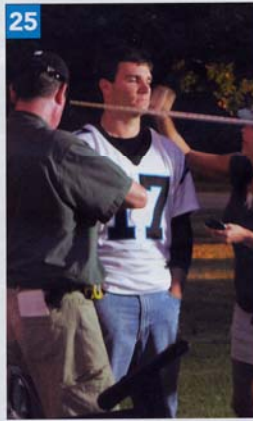
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18 While waiting for the set change in the original commercial, Jake takes time out to talk to some of his fans on the set.

19 The storyboard shows the progress for the day—and the shots still to take.

20 Jake and his actress wife, Johanna, film the third scene of the day.

21 The sound operator listens to the dialogue while watching the scene being shot on the monitor.

22 During the next break in filming, Jake takes time to do an interview with ESPN Hollywood.

23 While the crew is setting the final shot of the day, Jake takes time out to call home to his wife, Keri.

24 Jake takes a few moments to talk with his body double in the commercial, Brandon O'Brien.

25 Makeup and lighting prepare Jake for one of the last shots of the day.

26 Jake films his final scene of the day before the director yells "That's a wrap for Jake!"

27 Though Jake admitted to being a little nervous, he was all smiles as he boarded the helicopter with Toni Tolbert and Sandy Watt to take the flight back to Charlotte after a long day!