

'Chuck drives an Isuzu'



If Chuck Norris, one of the toughest men alive, needed to drive, which vehicle would meet his demands? An Isuzu, of course. Says Network BBDO executive creative director Julian Watt, "While Chuck delivers pain in the form of roundhouse kicks to the head, the Isuzu just delivers. It is not often that four words on a billboard sum up a brand so completely - I think Chuck would be proud."

For more, visit: <https://www.bizcommunity.com>