Lil Yachty and Donny Osmond Have a Surprisingly Charming Bromance for Chef Boyardee

What do you get when you mix nostalgia for canned ravioli with a classic marketer’s burning desire to stay relevant in contemporary culture? Apparently, an original trap-inspired music video featuring 21-year-old artist Lil Yachty alongside 60-year-old performer Donny Osmond, with both singing—heavily auto-tuned—about Chef Boyardee. “Start the Par-dee,” slathered with camp, is an ad for… https://www.adweek.com/brand-marketing/lil-yachty-and-donny-osmond-have-a-surprisingly-charming-bromance-for-chef-boyardee/