

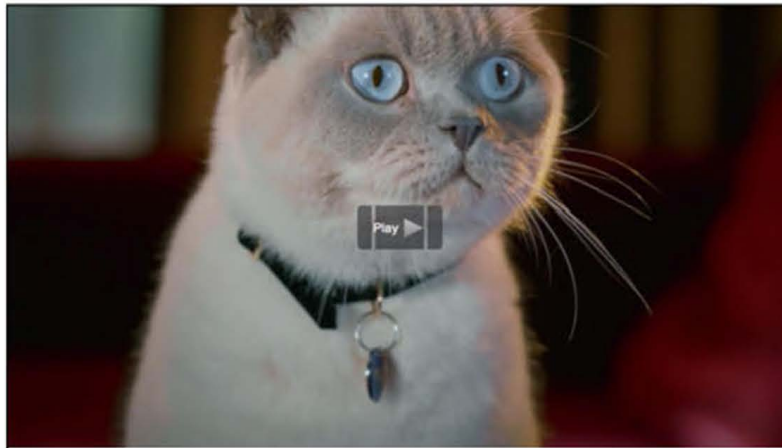
David Reviews

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Young's "Frustrated Cat"

30s
12 January 2015



UK

Fish

The discerning feline in this spot for Young's Gastro fish dishes feels hard done to because his owners never give him a look in when it comes to sampling the meals himself. Well may he understand the finer points of tempura and gratins, but his is destined to be a meow in the wilderness... after all, how could a cat possibly enjoy such sophistication?

The hi-falutin' language - delivered by Rupert Everett - is a nice juxtaposition with the cat's unwaveringly truculent expression. 'Grumpy' may be its natural resting face, but you can't help feeling that he is indeed nursing chronic grievances about his dietary opportunities.

This is a lovely swerve in direction from Young's new agency Quiet Storm with a slyly clever emphasis on the food itself that's sure to see the stuff actually being bought.

HOW DO YOU RATE IT?

BRILLIANT

GOOD

OKAY

POOR