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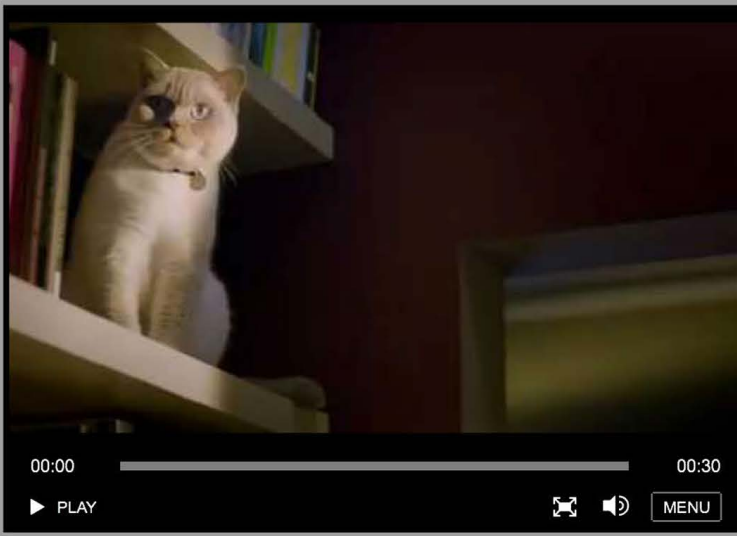
**Agency:**  
Quiet Storm

**Advertiser:**  
Young's Seafood

**Creative Type:**  
Television

**Sector:**  
Food & Drink  
Grocery Food  
Agencies

**Country:**  
United Kingdom



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## Young's Seafood "frustrated cat" by Quiet Storm

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Young's Seafood launches its latest TV push today with a campaign featuring a cat, voiced by Rupert Everett, enviously watching his owner eating the new Gastro range. Malcolm the cat, archly portrayed by *The Madness Of King George* star, hungrily eyes his family while they are eating Young's products. This is the first campaign developed for the Findus brand by Quiet Storm, which took over the £10 million creative account from the incumbent Mother after a review last summer. The work was created by Trevor Robinson and Mary-Sue Masson. Masson also directed the spot.

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