

**Purfect Cat Food**

**Script written and devised by Claire Huckle**

*Note that the candidates may react to the cat's dialogue without it being heard, or the cat's dialogue may be spoken by the unseen camera operator.*

*We open to a pair of flat mates having breakfast around the table. Flat mate A is reading a magazine, dressed ready to go to work and Flat mate B is busy making breakfast. Flat mate lowers the magazine and looks around.*

FM A: Have you fed the cat yet?

FM B: No, I haven't seen him this morning.

*All of a sudden the cat appears, looks up to them both and states in a very serious tone:*

*Cat: 'Hey guys, we need to talk'*

*The friends are shocked and taken off guard. The tone of the cat makes them feel like naughty children:*

*Cat: 'Why do you keep buying this rubbish?'*

*The pair look bewildered and take a few moments to compose themselves, before attempting to undertake this answer, they look at each other slightly confused and shrug...<sup>[L]</sup><sub>[SEP]</sub>*

FM A: Well, because it's on offer ...

FM B: We're trying to budget at the moment you see.

*They watch their cat reply, staring in utter disbelief*

*Cat: 'Well you can buy Purfect for the same cost, it's better for me and more environmentally friendly. Don't you guys know anything?'*

FM A: Er ... sorry Ginger... you never said.

FM B: We didn't think ...

FM A: We'll buy Purfect from now on...

FM B: Definitely ...

*Both friends look guilty. The cat responds.*

*'I'm moving out until this matter is sorted'.*

*The flat mates watch the cat leave the flat in disbelief. They urgently grab their things and head*

*out the door to the supermarket.*

FM A&B:      What! No ginger... wait!

*(The final written slogan in this commercial would be  
"Your cat matters. Purfection matters. Buy Purfect.")*