

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...^[L]_[SEP]

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.")*