

NESCAFE CAT VIRAL

Open on an old lady dragging another old lady into a lounge and pointing at something in horror. The old lady behind faints.

Cut to a cat looking all wide-eyed and innocent with yellow tail feathers ticking out of his mouth.

Super: earlier

The first old lady is sitting on the sofa, next to the sleeping cat and talking to the canary in a cage on a table next to her. The second old lady enters with a tray and two red mugs off coffee. As she places them on a low table, the phone rings from the kitchen and rushes off to answer it.

The first old lady has to struggle to her feet in order to reach the coffee and as she does so she breaks wind. When she sits down again and takes a sip of her coffee, she notices to her horror the canary is now lying dead on the bottom of the cage. She starts to panic, and then she notices the cat waking up on the sofa beside her. She looks at the cage then back to cat and starts to sing “Here kitty kitty”

Cut to end frame: Nescafe. One thing leads to another.

CREATIVE APPROVAL

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| Executive Creative Directors |
| Director in Charge |
| Chief Executive Officer |