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Kitten used to promote MP4 player

Dazed and confused or just weird?

by Stuart Miles published on 13 April 2009

We've seen some wacky ideas when it comes to promoting a new product. Microsoft uses 5-year-old kids, Cadbury's a man in a gorilla suit, heck we've even been thrown out of a plane to let us experience the same speed and excitement that you get using a state of the art graphics card.

But never have we seen a cute little fluffy kitten used to pedal some tech, until now that is.

Why has this cat been used to promote an MP4 player? Why is it standing up? Why does it look dazed and confused? We have no idea.

Thanks Ben

