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Pick of the Week - Bartle Bogle Hegarty/Yeo Valley

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Anne Cassidy loves Yeo Valley's boy band send-up in its latest spot:



"It was going to take something special to top the rapping farmers last year, but Bartle Bogle Hegarty has surpassed itself with this really funny pastiche of a boy band video. My favourite bit has got to be the chicken scene. I expect that horribly catchy song to reach number one any day now." It was created by Jonny Durgan and Martin Reed, and was directed by Jonathan Hopkins through Pulse Films.

This article was first published on campaignlive.co.uk

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