



## Business Today



The ad Legal Sea Foods posted on YouTube features an animated lobster screaming that he's (expletive) boiling.

## “Legal’s Web ad gets fresh: Fish ‘talk’ is raw”

By Jesse Noyes and Jason Millman  
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You might call it barely legal.

Hoping to reach a younger generation of fish fans, Legal Sea Foods recently unleashed a controversial “viral” ad featuring a foul-mouthed lobster and amorous oysters.

Titled “raw talk from the raw bar,” the Boston-based chain posted the more than 1-minute online ad on video-sharing site YouTube late last month.

In the spot, animated fish, crabs, lobster and shrimp pepper their conversation with salty language.

A lobster in a steaming pot exclaims “I’m (expletive) boiling” at one point, using the profanity.

At the beginning of the online ad, a crab asks a group of oysters if it’s true that they’re a natural aphrodisiac. The oysters are then shown rubbing against each other and moaning provocatively.

“Freaking mollusks,” a shrimp says, “all they think about is getting shucked.”

The coarse language is a radical departure for Legal Sea Foods.

“This is certainly not the commercial that would go on television,” said Roger Berkowitz, Legal’s chief executive.

But Berkowitz said the ad, which was created by marketing agency Mittcom, is meant for a more youthful audience and that's why it was placed online.

"It just goes out to a completely different audience," Berkowitz said. "I don't think any of the older folks know about YouTube."

A version of the ad, which bleeps out the F-word, was also posted on YouTube. But the unedited version was getting much more traction online. It had been viewed nearly 3,000 times as of yesterday.

Donna Foscaldo, 50, a Roslindale resident who said she eats at Legal Sea Foods with her family about once a month, was surprised the chain was venturing into choppy waters. "The kids might get a giggle, but I don't think the parents will like it," she said.

Even some within the target demographic were turned off by the ad. Amy Rothschild, 24, wasn't taken with the image of copulating oysters. "It doesn't sound like dinner to me," she said.

But Bruce Mittman, president of Mittcom, said he hasn't heard any negative feedback from people who have seen the spot. "We're hoping people will have fun with it and not worry about it being sensitive material," he said.