

Module C2 Part 1



The Guardian motion ad about the three little pigs creates a very melancholic environment through its dim lighting. Deep, dark vivid shades of blue and grey evoke a sense of distress. The constant cutting between shots further adds to the tumultuous environment as the public attempts to get to the bottom of the current events. The music in the ad with its suspenseful rhythm causes the viewer's heart beat to race. The viewer becomes engrossed in the mystery and must continue to watch until the resolution.

The Guardian is able to take a traditional story of the three little pigs, create a buzz around it and adapt it to today's socially integrated world. The advertisement transforms into a quest for the truth behind the three little pigs. Should the public sympathize with the pigs or the wolf and who is true victim of this classic tale? The ad does a great job of using social media to display all the different sides of the story and relate it to The Guardians promise to show "the whole picture".