

BAD production

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MDA1400 - 2015 Film Language and Production 2

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Campaign Film

ANIMALS GUNe

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Producer : Ardeshir Abdolrahimi
Co-Producer : Baurushan Jeyaseelan
Director : Daniel Tempel-Merzougui

Synopsis :

A man is in a woods and walking around . He is there to enjoy his time and everything is peaceful . He is walking around like there is no end to the world. we hear birds are singing and there is a pleasant vibe. suddenly we hear a sound like that something has walked on some woods. He freaks out! it seems he has felt danger and starts to run! he runs for his life .

What if animals had guns?

Aim :

Spread the message

Message :

Stop Poaching

Audience :

National geographic channel

(171 countries, 45 languages, 18 to 54 men/women age range)

<http://foxinternationalchannels.com/brands/national-geographic-channel>

National geographic website

(Post Secondary (ages +18) Educators, Students)

Creative Approach :

A

Style :

B

*“ legal hunters kill tens of millions of animals every year.
For each of those animals, another is killed illegally “
(<http://www.humanesociety.org/issues/poaching/>)*

By creating an emotional response, which is as a result of replacing animals by human, we can touch the audience and make them aware of the act.

