Product Advertisement: *The Village*

Prepared for: Advertising Team One sect. 47

Prepared by: Name

October 12, 2005
To: Fellow Advertising and Marketing Executives

From: Name

Subject: Analysis of the Content of the movie trailer for *The Village*

I was assigned to research the content of the movie trailer for M. Night Shyamalan’s *The Village*. Through my study of the film and its trailer, I have come to the conclusion that the overall tone of the trailer was appropriate. However, the trailer would be more successful if there was more time spent on characters and plot.

Thank you for taking my recommendation into consideration.
Dear team,
In this report I have compiled my analysis of the trailer of *The Village*. I have dissected the trailer’s content for its tone, plot, and characters. In addition to my summary, I have also provided my recommendation for making a more successful trailer for the re-release of *The Village*. Thank you for allowing me to be part of this project,

In the opening of the trailer of M. Night Shyamalan’s *The Village*, there is an emphasis of a peaceful pastoral life. There are several scenes of a quiet farming community. Over these clips there is a monologue of one of the main characters, “Edward Walker”, played by William Hurst. His speech first begins somewhat warmly as he describes the relationship between the village and the creatures but then his attitude changes. As his speech becomes increasingly stressed the tone changes and you catch a very quick glimpse of the ‘creature’. After that point there is a barrage of random images from the film, none of which last for more than half a second. Over these scenes the warning bells are ringing. After an abrupt ending of all of these stimuli, you see the title, *The Village*, for the first time. Intense music then begins playing as you see Joaquin Phoenix’s character enter the forbidden woods and then this also comes to an abrupt end. The tagline “Run, the truce is ending” appears in bold red text.

**PLOT**

From the Trailer, the audience immediately gets an overview of what living in *The Village* is all about. Through William Hurst’s monologue the viewer understands that this village coexists “peacefully” in this forest with some unknown creature. There is a sort of unspoken contract between the two groups not to disturb one another’s home. However, the trailer indicates that the village’s border has been breached and the creatures have left warnings upon doors and the time of peace is now over. The trailer did a very good job of not giving anything away. However, it made the movie seem very one sided in that it is strictly a horror/ thriller movie. There was no indication of any of the other plot developments such as the romance between Joaquin Phoenix and Bryce Dallas Howard.

**CHARACTERS**

In this trailer there was no real introduction to any of the characters. Edward Walker’s monologue suggests his authority in the village. There were clips of Lucius Hunt (Joaquin Phoenix) as he worked and as he entered the forbidden woods. However those scenes alone did not convey his overall importance in the film. It completely left out Ivy Walker (Bryce Dallas Howard) who is the main character.

**TONE**

The trailer does an excellent job at conveying the overall tone of the film. All of the clips of the village scenes are gray and the skies are overcast. The music in the background is
mysterious and somewhat ominous of something evil approaching. Most of the shots are from far away and there are usually some branches from leafless trees framing the shot. When there are people in the shot they are usually out of focus and the woods in the background are made the main focus of the clip. Because the homes are so separated from one another the audience gets the impression that the village has many secrets and is not exactly what it appears to be.

**RECOMMENDATION**

I feel that the trailer achieved its goal of being suspenseful and leaving the audience wanting more, but I feel that it did it at the expense of leaving them knowing absolutely nothing about the movie. I would include more scenes of character interaction such as the wedding celebration when everyone is in a panic and Lucius takes Ivy’s hand and they run together. Or when Edward Walker and Alice Hunt (Sigourney Weaver) are standing back to back. These scenes do not give anything away but I feel that by adding them it gives the movie a more human feeling. By focusing some time on the relationships, particularly on Lucius and Ivy, we will bring in a stronger female audience. To really emphasize the terror of the creatures I would have added at least one more clip of them other than the overhead scene from the watch tower. There is an intense scene where Ivy is on the porch extending her arms out and you can see one of the creatures approaching in the shadow. I would end the trailer on that scene because it’s one of the scarier parts of the film and would definitely leave the audience with unanswered questions.

**CONCLUSION**

The trailer for *The Village* shows a lot of promise and with the proper tweaking we should have a very successful sale of the film.
Work Cited