

Blurred BG used to bring focus on the main central image. This could present the idea of self focus and enjoying oneself so much that the opinions of others fade into the background. This can connections to dancing like nobody's watching and the feelings of self confidence.

Medium shot allows us to see the movements of the woman during exercise. No one area of the body is shown through close up or exposure of a body area emphasising that the campaign is focussed on the activity itself and not the result of it i.e being toned or slim.

Unbranded clothing that is loose fitting. Promotes exercise is for all and that you do not need to dress in a certain way or look a certain shape to both benefit from and enjoy exercise. Exercise isn't about looking good/ cool but feeling good about yourself.



Facial expressions of happiness and joy while exercising, heavily presents the pleasure of exercise. Usually sports brand adverts in particular will show more serious facial expressions. This campaign emphasizes the joy of doing something you love.

Large centralised mantra to draw attention to the message of the advert not the people in it.

Key campaign logo which contains the key message of the campaign at the same time. Placed centrally under the mantra to emphasise the message of positivity to women and their abilities.

The use of juxtaposition of 'pig' and 'fox' is used to convey the message that how we feel is more important than how we look. This campaign is focussed on health and wellbeing- not looks.