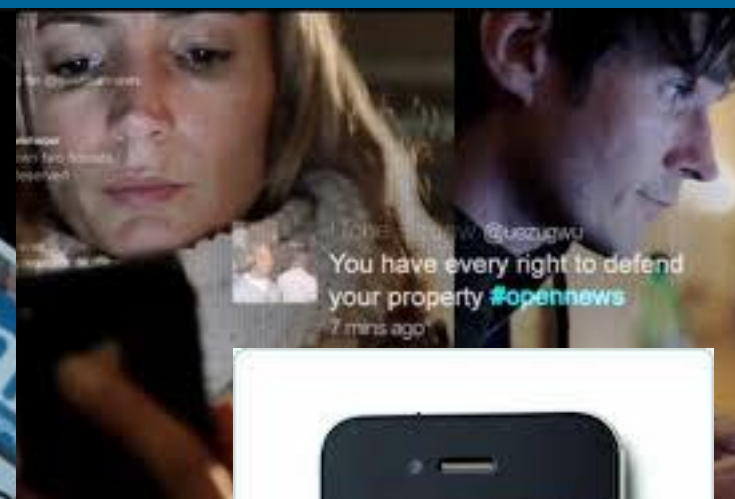




(Any) Content is King (?)

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Τακτική Καθηγήτρια Διακυβέρνησης των ΜΜΕ
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NEW PODCAST FOCUSES ON THE GUARDIAN'S ICON THREE LITTLE PIGS CAMPAIGN

14 APRIL 2016

In the first episode of [Thank You Creativity's](#) new podcast series, the team from BBH look back and remember how their Lion-winning campaign promoting open journalism at The Guardian came to be.

Featuring Davud Karbassioun and Jason Gonsalves, the show focuses in on the stories behind the advert from 2012. Creative Review's Patrick Burgoyne asks the pair to explain where the idea for Three Little Pigs came from, what happened when they pitched it to The Guardian and why the London Riot made filming such a challenge.



Thank You Creativity
Three Little Pigs
The Guardian

Cannes Lions
The Thank You Creativity Podcast: Episode 1 - Three Little Pigs

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Ben Solomon

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Ben C. Solomon is a multimedia journalist, documentary filmmaker and foreign

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