**Pringles – Once you pop! Advert**

This advert shows a woman when she sits down and a pringles can moves and she is tempted by this and so she grabs the can and when she opens it moves inside the can and shows the mascot and some of the dancers and the mascot saying nenenenenene before returning to the woman who eats the pringle.

**What camera shots does the advert use**

* Wide shot (Tracking in)
* Medium shot
* High angle
* Pan
* Tilt (dutch angle)
* Snap Zooms (this promotes the advert as fun)
* A pedestal (AKA Boom up/down or Jib up/down) involves moving the camera upwards or downwards in relation to a subject. It's different from tilting in that the entire camera ascends or descends, rather than just the angle of the camera.

source google

**What does this advert promote**

This advert promotes the transformation from the old to the new pringles design and that its still the great same taste but the branding design had changed and this uses a dancing pringles man as the main attraction for the advert.

**Why did the pringles company change the branding**

The stackable-snack-crisp brand has decided to give its logo and can a makeover for the first time in 20 years — streamlining it “to better highlight the flavors in every can andshowcase his new range of emotions to match,” the company said. Gone are the orangish-brownish tufts of hair on the mascot's oval white head and welcome the new version of the pringles man. Source food network

**Links**

Advert - <https://www.youtube.com/watch?v=8fz1p8CtX0Y>

Pringles Website - <https://www.pringles.com/us/home.html>