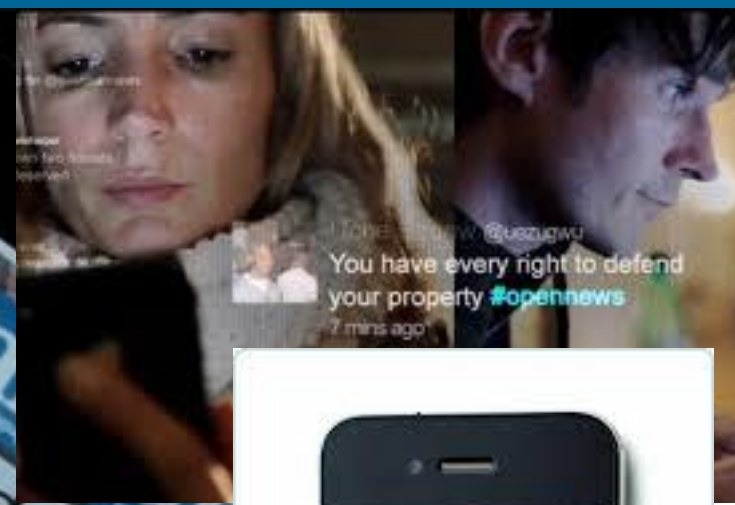




(Any) Content is King (?)

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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.



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Ben Solomon

Grantee

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

correspondent for *The New York Times*. Ben is one



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