The picture above is an ad of a cartoon “Fate Zero” which is revised from a Japanese light novel written by Gen Urobuchi. The background of this cartoon tell the story of the “Holy Grail War” which is a secret magical competition. There are seven servants were beckoned from ancient country and all of them are great fighters in ancient mythology. What’s more, each of them has their master and they need to cooperate with their masters in order to get the “Holy Grail” which can achieve a dream. “Fate Zero” was acclaimed by lots of people upon its released and it made a great commercial success, selling over 4,0000 BD box-set and also
won lots of awards.

The first impression of this ad is the two main characters Saber and Archer which are occupied big places on both sides of the ad and the red radical light shot in to the dark sky. First, Saber is the female character on the left who wear a beautiful corselet. She has blond long hair and a lovely face but she is a warrior with a perseverance spirit. The blue mark on her chest armor is a symbol of the knights and her skirt was covered with snow-white feathers. She is the servant of the leading role who finally win the “Holy Grail” in this cartoon. I think the author portrays her role very specially and creatively because knights are often tall and strong in our imagination. This kind of contrast will easily attract the audience.

What’s more, the male character on the right who wear a golden corselet is Archer. He has a domineering appearance and red robe. He is also the servant of another main character who is a extremely cruel and merciless person. Archer is seemed like the most powerful servant because he is actually one of the ancient god. Then, the overall color of this ad is relatively dark. But the bright moon at the top of the ad is the punchline, which make a great contrast with the dark sky. What’s more, the author also makes the ad rendering with red color like the flames enveloped the ground to attract audience. This is really hot blood and make viewers more excited. In addition, the red light is also really attractive. It is the light emanated from the “Holy Grail”. When we first see the light, we will feel curious about what is that. The author did not just put a beautiful grail right there and in contrast, he arouse our interest about what is the grail looks like and he use the red light to set off the powerful of the “Holy Grail”. The author put the Figures of the two main characters in front of the red light instead of highlighting them by put them in the better place of this ad because only in this
way, audience will be full of curiosities about who take part in the decisive battle and who will get the chances to win the “Holy Grail” at the end of the cartoon. Therefore, the author utilizes this to let more people buy the authorization of this cartoon and this is also the main point that why is this cartoon so successful in business. What’s more, the words “Fate Zero” at the lower-left of the ad is the name of the cartoon. Compare to other cartoon ads, Fate Zero did not make their cartoon’s name more conspicuous like what other cartoon ads do. They focus more on the main characters and the storyline--”Holy Grail”. I think this is because Fate Zero is revised from a light novel which means it has storyline. The author want to attract audience by the depict of the characters in the cartoon rather than a luxuriant name. However, audience will realize what is Fate Zero after they finish to watch the whole cartoon and this is what the author expected to see.

There is no doubt that the focal points of this ad is the red light which is the “Holy Grail” and the main characters in the cartoon. I think the author really build a great relationship between each servant and master. For example, Saber and her master have a strong fetter that they will save each other from dangerous place even know they will be injured if they do. Because of this kind of fetter, they eventually win the “Holy Grail”. However, the other group--Archer and his master, they were just using each other in order to get the “Holy Grail” so they only care about how many profits they can get. Therefore, although they seem like more powerful than Saber’s team but they can not win the Grail finally. The author used a comparative approach to tell our audiences that no matter how strong you are, teamwork is the only way to succeed.

I think The author what to express that behind the huge profits, There is often a brutal
competition to pay blood and life. Since the author’s purpose is against war and appeal to people to unite together and make a better world. Throughout the whole cartoon, there is full of violence and human darkness, the villain tries to win the grail by hook or crook and their dreams are also selfish. However, none of them finally came to a good end. Just like the cartoon’s name—Fate Zero which means “no war”, the author still wished there were no wars in the world and there is a Holy Grail in everyone’s heart and everyone needs to make his/her own efforts to get closer to their own holy grail during their life time. In a word, because of the combination of so many great design of the ad, Fate Zero become successful.

Reference

URL: https://www.pinterest.com/pin/429530883182970284