Annabelle – Official Movie Trailer 2014.

At the start of the trailer, there is a happy song being played, which also has a creepy twist to it. There is also no real sign that the film is a horror film within the first 30 seconds of the trailer, because of the music being played and the fact that the scene is quite light and there isn’t any darkness.

After about 30 seconds into the trailer, it goes a lot darker and this insinuates to the audience that something is about to happen, that could possibly be scary.

This is also supported through the fact that the music has become a lot more serious and scary, which intensifies the trailer and makes the audience feel on edge.

At the 40 second mark in the trailer, we see a light come on in the house opposite, and this will automatically give the audience a sense of terror and worry that something is going to happen.

Then at 46 seconds there is a loud noise, which will probably make the audience jump, because they won’t necessarily be expecting it to happen.

The camera shots that are used help amplify the terror that is being conveyed throughout the trailer, especially when the camera does a close up shot to the dolls face, and it stays focused on it for about 5-10 seconds, zooming closer and closer into her face, and the fact that you see a drop of blood fall onto the dolls face and into her eye, it makes the audience feel a lot more terrified.

There is also text used throughout the trailer, splitting up the scenes so that more tension is built during the trailer.

At the end of the trailer, there is also information abou8t the film like the release date and the actors etc.