

= Doctor Who campfire trailer =

The Doctor Who campfire trailer is a forty @-@ second television trailer which promoted the fourth series of the British science fiction television series Doctor Who . Filmed on one day in a studio , it stars David Tennant and Catherine Tate as the fourth series lead actors : the Tenth Doctor and his companion Donna Noble . The trailer was produced alongside three thematically similar but separate teaser trailers . The teaser trailers premiered in cinemas and on BBC One on 22 March 2008 , and the full trailer premiered on BBC Online on 29 March 2008 .

= = Summary = =

The forty @-@ second trailer features Donna Noble , portrayed by comedian Catherine Tate , sitting over a camp fire , talking about " creatures of metal , fire , and blood " threatening the universe as shots of the Daleks , Sontarans , and the Ood come into view . She talks about a man called the Doctor (David Tennant) , who is portrayed in fleeting glimpses until his name is mentioned , who constantly saves the universe from these threats . Donna ends her narration by saying the Doctor will be back to save them and she will be ready to join him . The trailer ends with the Doctor and Donna simultaneously saying " and just like that , we 'll be gone . "

The ten @-@ second teaser trailers simply contain " crowd multiplication " computer @-@ generated shots of the aforementioned aliens .

= = Conception = =

In a brief to the formerly BBC @-@ owned Red Bee Media , the trailer was intended to re @-@ introduce Donna and emphasise that her relationship to the Doctor was purely platonic , and that the new series would be " bigger and better " than previously . As trailers for series four were also aired in cinemas , creative head Matt Scarff and director Richard Senior decided to take parallels to the positively reviewed cinema advertisement to " Voyage of the Damned " , consisting of iconic shots of the antagonists in the series and a serious tone .

Donna 's leading role in " The Runaway Bride " allowed the production team to focus on her status of an everyday person to explain her perception of the Doctor : a magical stranger who always appeared at the time of need . Senior based Donna 's perception of the Doctor on the perception of the criminal mastermind Keyser Söze in the film The Usual Suspects :

Keyser Söze is probably one of the most legendary , most mysterious , and coolest characters in modern cinema , and I didn 't think associating the Doctor with those characteristics would do any harm .

The script Senior developed with Doctor Who executive producers Russell T Davies and Julie Gardner specified the use of a camp fire ; Senior felt it would be the most adequate image for Donna " telling the legend of the Doctor " . The setting would allow the three antagonists eventually used ? the Daleks , the Ood , and the Sontarans ? to appear to come out of the flames to create a sense of hyperrealism , while building suspense in the trailer by showing the Doctor in fleeting glimpses before his full appearance . Inspiration came from the use of scene transitions in the James Bond film series .

= = Filming and production = =

Filming took place entirely on 12 March 2008 at the Upper Boat Studios in Upper Boat , Rhondda Cynon Taff , Wales , (51 ° 34 ' 33 " N 3 ° 18 ' 00 " W) double @-@ banked with location filming for " The Stolen Earth " ; the filming for the fourth series trailers were scheduled so that it would not interfere with Tennant and Tate 's filming for the series finale . The trailer was filmed entirely on greenscreen , with the separate characters scheduled to record after each other : Tennant recorded from 11am to 1pm ; Tate recorded from 1pm to 3pm ; and the antagonists were filmed from 3pm until 9pm . The material was recorded in high @-@ definition resolution so that the special effects

would have a greater resolution ; the trailer itself was transmitted in standard @-@ definition . Editing for the trailer took place over two weeks , before being completed on the day before its transmission .

= = Theatrical release = =

The trailer was part of an advertising campaign which saw trailers released in front of the films Cloverfield , Juno , Rambo and There Will Be Blood , in early 2008 Odeon , Cineworld and Empire cinemas . The theatrical release of trailers for the fourth series was part of a test agreement between the BBC and Carlton Screen Advertising for promotion of BBC content in cinemas .