Characteristics of a "FOR YOUR CONSIDERATION" Film Award Ad

This is the time of year when FOR YOUR CONSIDERATION promotional ads appear in many publications aimed at those eligible to vote for various film awards. Take a look at some of the sample ads below (some from THEWRAP.com) and notice what is the same and what is different. What makes the ads appealing?



FYC lists the major category they hope voters will consider

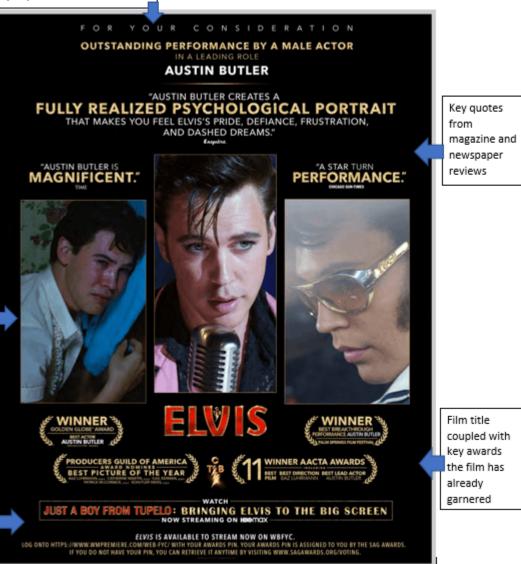
Publicity stills feature the main character

Reminder

streaming feature &

instructions for voters

of



FYC lists those categories the studio hopes to receive nods

Film Title



Costume designer named

Obligatory image from the film fills this particular ad's space

Listing of previous honors the film has received

Copyright, Film Studio

FYC list of major category it seeks to be awarded



Important image from the film that includes major character List of honors the film has previously received

WAKANDA FOREVER

6 CRITICS' CHOICE AWARDS
NOMINATIONS INCLUDING
BEST SUPPORTING ACTRESS

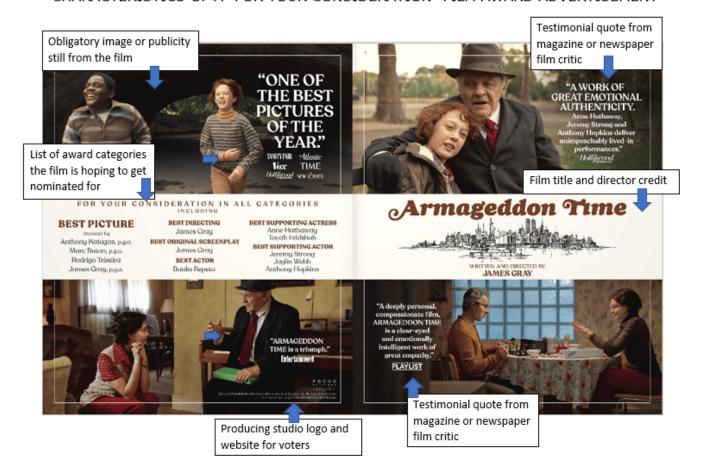
Film title

Digital ad links to video feature DIRECTOR RYAN COOGLER, ANGELA BASSETT, AND MORE ON THE HEARTACHE AND HOPE OF BLACK PANTHER: WAKANDA FOREVER

WATCH NOW

4

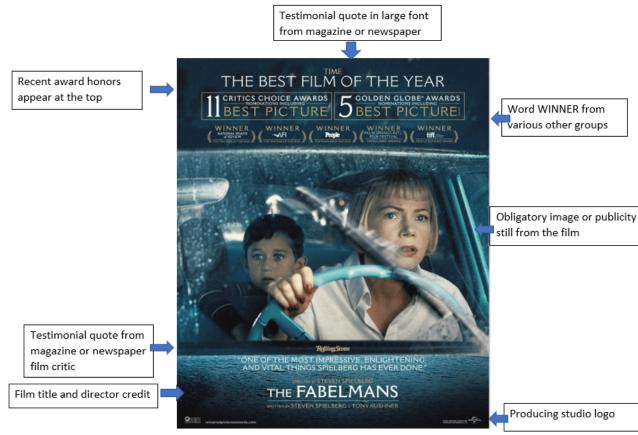
Copyright, Studio name



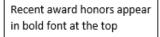


Award categories hoping to get nominations for

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT







Obligatory image or publicity still from the film

Film title and director credit



List of award categories the film is hoping to get nominated for

Testimonial quote from magazine or newspaper film critic

Various logos, including producing studio and URL for voters to learn more