

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?

The image shows a promotional advertisement for the film "Avengers: Endgame". The background is a still from the movie depicting a large-scale battle scene with characters and flying vehicles. The text is overlaid on this background. At the top, there is a quote from Peter Travers of Rolling Stone. Below the quote, the text "FOR YOUR CONSIDERATION" is written in a smaller font, followed by "BEST PICTURE" in a large, bold font. Underneath, three award categories are listed: "BEST SOUND MIXING", "BEST SOUND EDITING", and "BEST FILM EDITING", each with the names of the nominees. At the bottom, the film title "AVENGERS ENDGAME" is displayed in a large, serif font. The ad is annotated with several callouts: a quote box at the top, a box on the left stating "Still from the film takes up the entire ad space", a box on the right stating "A listing of the categories the film is hoping eligible voters will consider", a box at the bottom left stating "Film title", and a box at the bottom right stating "Studio credit".

In all caps large font, a quote from a magazine critic

Rolling Stone PETER TRAVERS
"TRULY EPIC AND THUNDEROUSLY EXCITING."
The movie hits you like a shot in the heart.

FOR YOUR CONSIDERATION
BEST PICTURE

BEST SOUND MIXING
TOM JOHNSON JUAN PERALTA
JOHN PRITCHETT, CAS

BEST SOUND EDITING
SHANNON MILLS
DANIEL LAURIE

BEST FILM EDITING
JEFFREY FORD, ACE
MATTHEW SCHMIDT

Still from the film takes up the entire ad space

A listing of the categories the film is hoping eligible voters will consider

Film title

Studio credit

AVENGERS
ENDGAME

FYC lists the major category they hope voters will consider

FOR YOUR CONSIDERATION

OUTSTANDING PERFORMANCE BY A MALE ACTOR
IN A LEADING ROLE
AUSTIN BUTLER

"AUSTIN BUTLER CREATES A
FULLY REALIZED PSYCHOLOGICAL PORTRAIT
THAT MAKES YOU FEEL ELVIS'S PRIDE, DEFIANCE, FRUSTRATION,
AND DASHED DREAMS."
Esquire

Key quotes from magazine and newspaper reviews

"AUSTIN BUTLER IS
MAGNIFICENT."
TIME



Publicity stills feature the main character



"A STAR TURN
PERFORMANCE."
CHICAGO SUN-TIMES



ELVIS



11 WINNER AACTA AWARDS
BEST BEST DIRECTION BEST LEAD ACTOR
FILM DAZ LUHMANNO AUSTIN BUTLER

Film title coupled with key awards the film has already garnered

Reminder of streaming feature & instructions for voters

WATCH
JUST A BOY FROM TUPELO: BRINGING ELVIS TO THE BIG SCREEN
NOW STREAMING ON **HBO** **MAX**

ELVIS IS AVAILABLE TO STREAM NOW ON WBFYC.
LOG ONTO [HTTPS://WWW.WMPREMIERE.COM/WEB-FYC/](https://www.wmpremiere.com/web-fyc/) WITH YOUR AWARDS PIN. YOUR AWARDS PIN IS ASSIGNED TO YOU BY THE SAG AWARDS.
IF YOU DO NOT HAVE YOUR PIN, YOU CAN RETRIEVE IT ANYTIME BY VISITING WWW.SAGAWARDS.ORG/VOTING.

FYC lists those categories the studio hopes to receive nods

Film Title

Listing of previous honors the film has received

Copyright, Film Studio



Costume designer named

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

FYC list of major category it seeks to be awarded

FOR YOUR CONSIDERATION IN ALL CATEGORIES INCLUDING

BEST PICTURE

"DIRECTOR RYAN COOGLER DELIVERS A PROFOUND TAKE ON LIFE AND LEGACY."

USATODAY



WINNER
GOLDEN GLOBE® AWARD
BEST SUPPORTING ACTRESS
ANGELA BASSETT

15 NAACP IMAGE AWARDS*
NOMINATIONS INCLUDING
BEST PICTURE

PRODUCERS GUILD OF AMERICA AWARDS
NOMINEE
BEST PICTURE
DARRYL F. ZANUCK AWARD FOR
OUTSTANDING PRODUCER
OF THEATRICAL MOTION PICTURES

6 CRITICS' CHOICE AWARDS
NOMINATIONS INCLUDING
BEST SUPPORTING ACTRESS
ANGELA BASSETT

BLACK PANTHER
WAKANDA FOREVER

DIRECTOR RYAN COOGLER, ANGELA BASSETT, AND MORE ON THE
HEARTACHE AND HOPE OF *BLACK PANTHER: WAKANDA FOREVER*

WATCH NOW

© 2023 MARVEL

Important image from the film that includes major character

List of honors the film has previously received

Film title

Digital ad links to video feature

Copyright, Studio name

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

Obligatory image or publicity still from the film

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

Testimonial quote from magazine or newspaper film critic

Film title and director credit

Producing studio logo and website for voters

Testimonial quote from magazine or newspaper film critic

FOR YOUR CONSIDERATION IN ALL CATEGORIES INCLUDING

<p>BEST PICTURE Produced by Anthony Katagas, p.g.a. Marc Butam, p.g.a. Rodrigo Teixeira James Gray, p.g.a.</p>	<p>BEST DIRECTING James Gray</p> <p>BEST ORIGINAL SCREENPLAY James Gray</p> <p>BEST ACTOR Benedict Cumberbatch</p>	<p>BEST SUPPORTING ACTRESS Anne Hathaway Tosca Feldman</p> <p>BEST SUPPORTING ACTOR Jeremy Strong Joshua Webb Anthony Hopkins</p>
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Armageddon Time
WRITTEN AND DIRECTED BY JAMES GRAY

"ARMAGEDDON TIME is a triumph."
Entertainment

"A deeply personal, compassionate film, ARMAGEDDON TIME is a clear-eyed and emotionally intelligent work of great empathy."
PLAYLIST

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

Recent award honors appear at the top

Obligatory image or publicity still from the film

Testimonial quote from magazine or newspaper

Film title and producers' credit

Award categories hoping to get nominations for

WINNER
 AFI TOP 10
 MOTION PICTURES OF THE YEAR

7 CRITICS CHOICE AWARD
 NOMINATIONS INCLUDING
BEST PICTURE
 BEST DIRECTOR - BAZ LUHRMANN

3 GOLDEN GLOBE AWARD
 NOMINATIONS INCLUDING
BEST PICTURE
 BEST DIRECTOR - BAZ LUHRMANN

11 AACTA AWARDS
WINNER
 BEST FILM
 BEST DIRECTION
 BEST LEAD ACTOR

"ONE OF THE
BEST FILMS OF THE YEAR.
 AUSTIN BUTLER IS MAGNIFICENT.
AN EXHILARATING SPECTACLE."
 TIME

FOR YOUR CONSIDERATION
ELVIS
BEST PICTURE
 BAZ LUHRMANN, p.g.a. CATHERINE MARTIN, p.g.a. GAIL BERMAN, p.g.a.
 PATRICK MCCORMICK, p.g.a. SCHUYLER WEISS, p.g.a.

BEST DIRECTOR
 BAZ LUHRMANN
BEST ACTOR
 AUSTIN BUTLER
BEST SUPPORTING ACTOR
 TOM HANKS
BEST SUPPORTING ACTRESS
 OLIVIA COLSON
BEST ORIGINAL SCREENPLAY
 BAZ LUHRMANN & SAM BROMELL
 AND BAZ LUHRMANN & CRAIG PEARCE
 AND JEREMY DONER
 Story by
 BAZ LUHRMANN AND JEREMY DONER
BEST CINEMATOGRAPHY
 MANDY WALKER, ASC, ACS

BEST FILM EDITING
 MATT VILLA, ASC, ACE
 JONATHAN REDMOND
BEST PRODUCTION DESIGN
 Produced by
 CATHERINE MARTIN
 KAREN MURPHY
 Executive Producer
 BEV DUNN
BEST MAKEUP AND HAIRSTYLING
 Hair & Make-up Designer
 SHANE THOMAS
 Production Designer
 MARK COULIER
 Production Supervisor for Hair & Make-up
 JASON BAIRD
 Hair Consultant
 ALDO MONDRETTI

BEST COSTUME DESIGN
 CATHERINE MARTIN
BEST SOUND
 Production Sound Mixer
 DAVID LEE
 Special Dialogue Supervisor
 WYNNE PASKLEY, M.S.C.
 Re-Recording Mixer
 ANDY NELSON
 MICHAEL KELLER

WATCH "JUST A BOY FROM TUPELO: BRINGING ELVIS TO THE BIG SCREEN" ON HBO MAX NOW

WWW.WOLFGANGPETER.COM

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

Testimonial quote in large font from magazine or newspaper

Recent award honors appear at the top

Word WINNER from various other groups

Obligatory image or publicity still from the film

Testimonial quote from magazine or newspaper film critic

Film title and director credit

Producing studio logo

TIME
THE BEST FILM OF THE YEAR

11 CRITICS CHOICE AWARDS
BEST PICTURE

5 GOLDEN GLOBE AWARDS
BEST PICTURE

WINNER NATIONAL BOARD OF DIRECTORS
WINNER AFI
WINNER People
WINNER PALM SPRINGS INTL. FILM FESTIVAL
WINNER tiff.

ONE OF THE MOST IMPRESSIVE, ENLIGHTENING,
 AND VITAL THINGS SPIELBERG HAS EVER DONE.
 ROLLING STONE

DIRECTED BY STEVEN SPIELBERG
THE FABELMANS
 WRITTEN BY STEVEN SPIELBERG & TONY KUSHNER

Producing studio logo

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

Recent award honors appear at the top

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

Obligatory image or publicity still from the film

FOR YOUR CONSIDERATION
BEST PICTURE • BEST ANIMATED FEATURE
BEST ADAPTED SCREENPLAY • BEST ORIGINAL SCORE

3 CRITICS CHOICE AWARD NOMINATIONS
BEST ANIMATED FEATURE
BEST SCORE ALEXANDRE DESPLAT • BEST SONG "L'AMALGAMA"

3 GOLDEN GLOBE AWARD NOMINATIONS
BEST MOTION PICTURE - ANIMATED
BEST SCORE ALEXANDRE DESPLAT • BEST SONG "L'AMALGAMA"

"A SUBLIME FEAST FOR THE EYES, A SINCERE AND SOULFUL EXPLORATION OF WHAT IT MEANS TO BE HUMAN, AND ONE OF THE BEST PICTURES OF THE YEAR."
Guillermo del Toro wears his heart and soul on his sleeve, and his perspective runs through every frame. What sets this telling apart is the message it chooses, a simple if devastating emotional epiphany: don't take your time with loved ones, and treasure what makes them unique."
—EMPIRE

"Pinocchio - my child - I was trying to make you someone you were not. So - don't be Carls, or anyone else. Be exactly who you are! I love you exactly as you are..."
—Geppetto

Testimonial quote from magazine or newspaper film critic

Quote from film character

Various logos, indicating honors by film festivals worldwide

"I tried to pour every simple truth I have learned in my lifetime into this film. And the ultimate truth I have learned is the final line of the film: 'What happens, happens, and then, we are gone.'"
—GUILLERMO DEL TORO

Direct quote from the director laid over behind-the-scenes photo

WINNER BEST ADAPTED SCREENPLAY
WINNER BEST ANIMATED FILM
WINNER BEST ANIMATED FEATURE
WINNER BEST ANIMATED MUSIC
WINNER BEST ANIMATED SHORT FILM
WINNER BEST ANIMATED FILM
WINNER BEST ANIMATED FEATURE
WINNER BEST ANIMATED MUSIC
WINNER BEST ANIMATED SHORT FILM
WINNER BEST ANIMATED FILM
WINNER BEST ANIMATED FEATURE
WINNER BEST ANIMATED MUSIC
WINNER BEST ANIMATED SHORT FILM

Film title and director credit

GUILLERMO DEL TORO'S
PINOCCHIO
FROM THE ACADEMY AWARD WINNING DIRECTOR OF THE SHAPE OF WATER AND PAN'S LABYRINTH

Logo for streamer now airing the film



CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

Recent award honors appear in bold font at the top

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

INDEPENDENT SPIRIT AWARD NOMINATIONS
7 BEST PICTURE
BEST DIRECTOR TODD FIELD • BEST LEAD PERFORMANCE CATE BLANCHETT
BEST SUPPORTING PERFORMANCE NINA HOSS
BEST CINEMATOGRAPHY FLORIAN HOFFMEISTER • BEST EDITING MONIKA WILLI

"Todd Field and Cate Blanchett Have Created One of the Most Thrilling Collaborations Between a Director and Actor in Decades."
Rolling Stone

A FILM BY TODD FIELD
TÁR

Various logos and a URL for voters to learn more are visible at the bottom of the advertisement.