

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](https://www.thewrap.com)) and notice what is the same and what is different. What makes the ads appealing?

The image is a promotional advertisement for the movie "Avengers: Endgame". It features a large, action-packed still from the film as the background. The ad is annotated with several callouts:

- Top Callout:** "In all caps large font, a quote from a magazine critic" points to the quote: "TRULY EPIC AND THUNDEROUSLY EXCITING. The movie hits you like a shot in the heart." attributed to Peter Travers of Rolling Stone.
- Left Callout:** "Still from the film takes up the entire ad space" points to the background image.
- Right Callout:** "A listing of the categories the film is hoping eligible voters will consider" points to the list of award categories: BEST SOUND MIXING, BEST SOUND EDITING, and BEST FILM EDITING.
- Bottom Left Callout:** "Film title" points to the title "AVENGERS ENDGAME" at the bottom.
- Bottom Right Callout:** "Studio credit" points to the small text at the bottom right corner.

The central text of the ad reads: "FOR YOUR CONSIDERATION BEST PICTURE". Below this, the award categories and nominees are listed:

- 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

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

"A STAR TURN
PERFORMANCE."
CHICAGO SUN TIMES

Publicity stills feature the main character



Reminder of streaming feature & instructions for voters



ELVIS



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

Film title coupled with key awards the film has already garnered

ELVIS IS AVAILABLE TO STREAM NOW ON **WBFYC**.
LOG ON TO [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

FOR YOUR CONSIDERATION IN ALL CATEGORIES
INCLUDING

BEST PICTURE
BEST COSTUME DESIGN

DEBORAH L. SCOTT

AVATAR
THE WAY OF WATER

Costume designer named

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

6 CRITICS' CHOICE AWARDS
NOMINATIONS INCLUDING
BEST PICTURE

COSTUME DESIGNERS GUILD AWARDS

EXCELLENCE IN SCI-FI / FANTASY FILM

WINNER AFI

WINNER NATIONAL BOARD OF REVIEW

TOP 10 FILMS OF THE YEAR

TOP 10 FILMS OF THE YEAR

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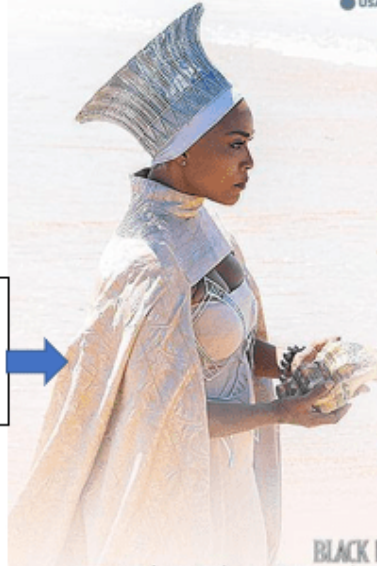
FYC list of major category it seeks to be awarded

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

BEST PICTURE

DARRYL F. ZANUCK AWARD FOR
OUTSTANDING PRODUCER
OF THEATRICAL MOTION PICTURES

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

List of honors the film has previously received

Important image from the film that includes major character

Film title

BLACK PANTHER
WAKANDA FOREVER

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

Copyright, Studio name

© 2023 MARVEL

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

The collage features several elements from a film award advertisement for 'Armageddon Time':

- Obligatory image or publicity still from the film:** A still showing a man and a young girl walking together.
- Testimonial quote from magazine or newspaper film critic:** A quote from *Hollywood* magazine: "A WORK OF GREAT EMOTIONAL AUTHENTICITY. Anne Hathaway, Jeremy Strong and Anthony Hopkins deliver unimpeachably lived-in performances."
- List of award categories the film is hoping to get nominated for:** A list of categories including Best Picture, Best Directing, Best Supporting Actress, Best Original Screenplay, Best Supporting Actor, and Best Actor, along with the names of the nominees.
- Film title and director credit:** The title 'Armageddon Time' and the credit 'WRITTEN AND DIRECTED BY JAMES GRAY'.
- Producing studio logo and website for voters:** The Focus Features logo and the website 'FOCUS FEATURES.COM'.
- Testimonial quote from magazine or newspaper film critic:** A quote from *Entertainment* magazine: "ARMAGEDDON TIME is a triumph."

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 WINNER
AACA AWARDS
BEST FILM
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.

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

BEST DIRECTOR
BAZ LUHRMANN

BEST ACTOR
AUSTIN BUTLER

BEST SUPPORTING ACTOR
TOM HANKS

BEST SUPPORTING ACTRESS
OLIVIA DEJONGE

BEST ORIGINAL SCREENPLAY
Screenplay by 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
Production Designer CATHERINE MARTIN
KAREN MURPHY
Set Designer BEV DUNN

BEST MAKEUP AND HAIRSTYLING
Hair & Make-up Designer SHANE THOMAS
Production Designer MARK COULIER
Production Supervisor for Hair & Make-up & Prosthetics JASON BAIRD
Hair & Prosthetics Designer ALDO MONORETTI

BEST COSTUME DESIGN
CATHERINE MARTIN

BEST SOUND
Production Sound Mixer DAVID LEE
Sound Rehearsal/Recording Second Editor WAYNE PAGLEY, P.E., M.P.S.E.
Re-Recording Mixer ANDY NELSON
MICHAEL KELLER

WWW.BELMANS.COM

CHARACTERISTICS OF A "FOR YOUR CONSIDERATION" FILM AWARD ADVERTISEMENT

Recent award honors appear at the top

Testimonial quote in large font from magazine or newspaper

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

THE BEST FILM OF THE YEAR
TIME

11 CRITICS CHOICE AWARDS
BEST PICTURE

5 GOLDEN GLOBE AWARDS
BEST PICTURE

WINNER
NATIONAL BOARD OF REVIEW
BEST FILM OF THE YEAR

WINNER
AFI
TOP MOVIE OF THE YEAR

WINNER
People
BEST MOVIE OF THE YEAR

WINNER
PALM SPRINGS INTL. FILM FESTIVAL
GRAND PRIX

WINNER
tiff.
BEST FILM

"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 DEPLAT • BEST SOUND YVES PATRY

3 GOLDEN GLOBE AWARD NOMINATIONS
BEST MOTION PICTURE - ANIMATED
BEST SCORE ALEXANDRE DEPLAT • BEST SOUND YVES PATRY

"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."

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

I tried to pour every simple truth I have learned in my life time 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."

WINNER WINNER WINNER WINNER WINNER
BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM
WINNER WINNER WINNER WINNER WINNER
BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM
WINNER WINNER WINNER WINNER WINNER
BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM BEST ANIMATED FILM

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

Testimonial quote from magazine or newspaper film critic

Quote from film character

Various logos, indicating honors by film festivals worldwide

Film title and director credit

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

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