

AWARDS SEASON

SPONSORSHIP PACKAGE 2024-25



AWARDS SEASON

At the start of every new year, the world of film transforms. Focus shifts towards more artistic and thought-provoking titles, in celebration of the craft of film making.

The Sponsorship package is carefully selected based on industry tips, and early critic reviews from film festivals such as TIFF and LFF. Your brand would buy into a premium position across these films running in the Gold Spot (the final commercial message before the film).

Our work with brands in recent years has demonstrated that contextually relevant messaging unlocks disproportionate shifts in key brand metrics, allowing advertisers to make the most of their cinema campaigns. The Awards Season Sponsorship is an opportunity for your brand to add to the audience's experience through bespoke content created by DCM Studios to engage and excites audiences before the incredible films begin.



THE AWARDS SEASON

The perfect platform to shift perceptions of your brand, create fame, and to engage an upmarket audience

ENGAGE AN UPMARKET AUDIENCE



CULTURAL MOMENTUM DURING AWARDS SEASON



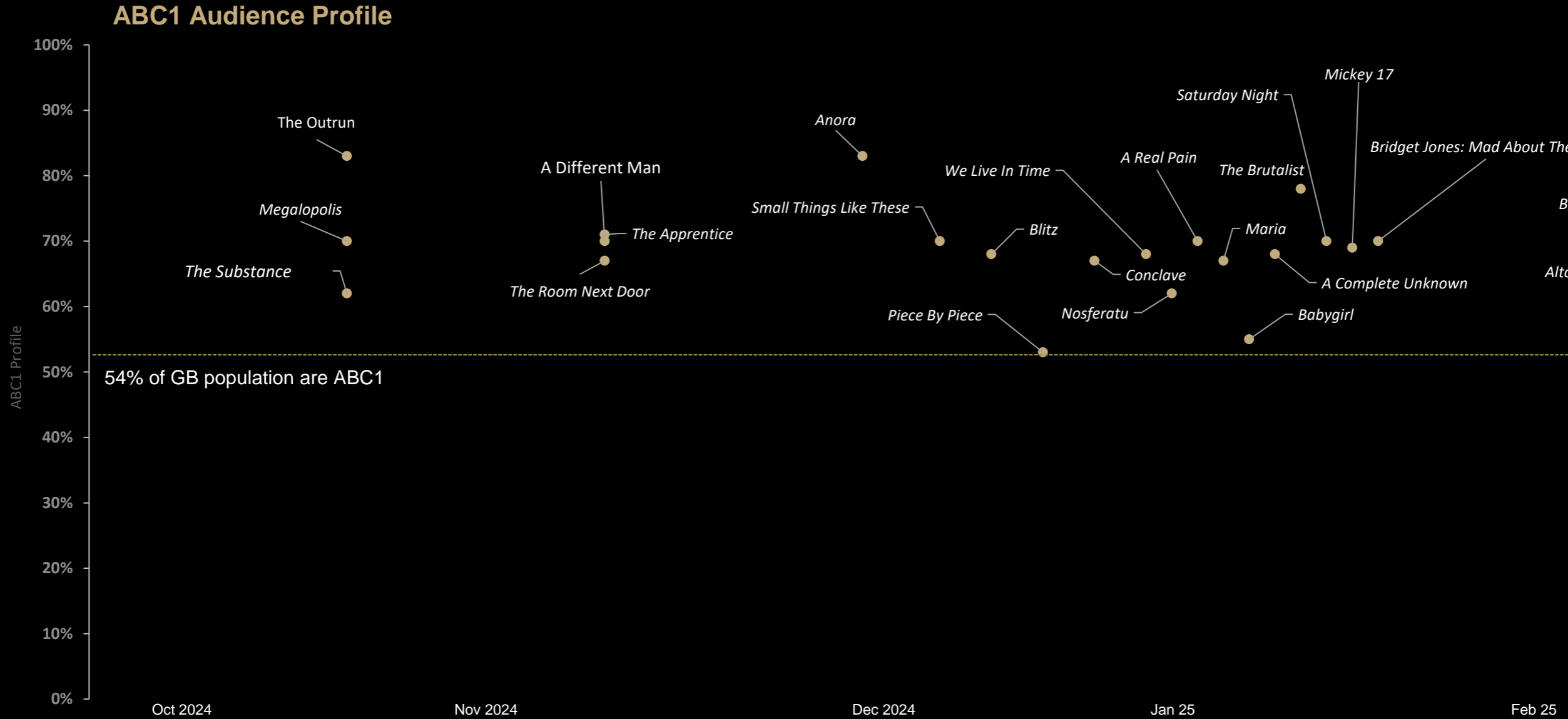
CINEMA IS A SHARED EVENT



70%

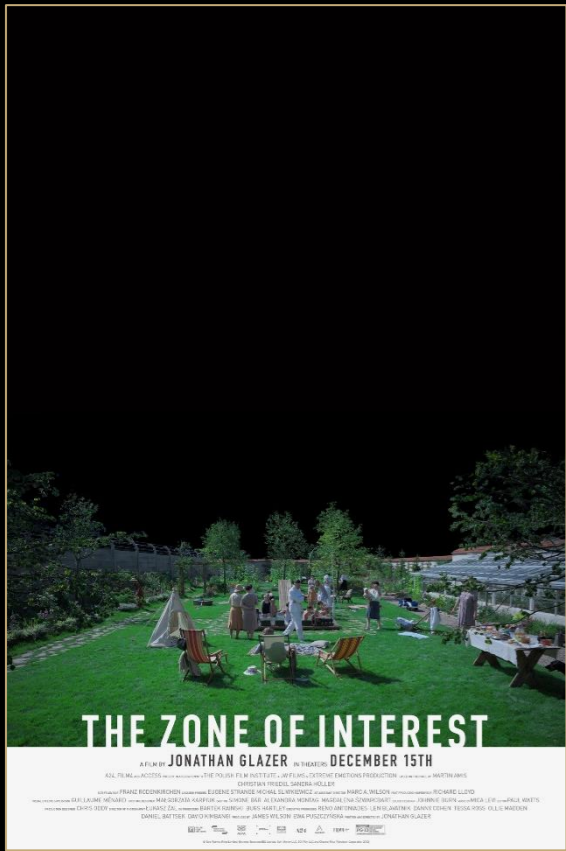
**THE AVERAGE ABC1 PROFILE FOR
AWARDS SEASON TITLES**

AND THIS YEAR'S AWARDS SEASON TITLES ARE PERFECT TO REACH AN **ABC1** AUDIENCE

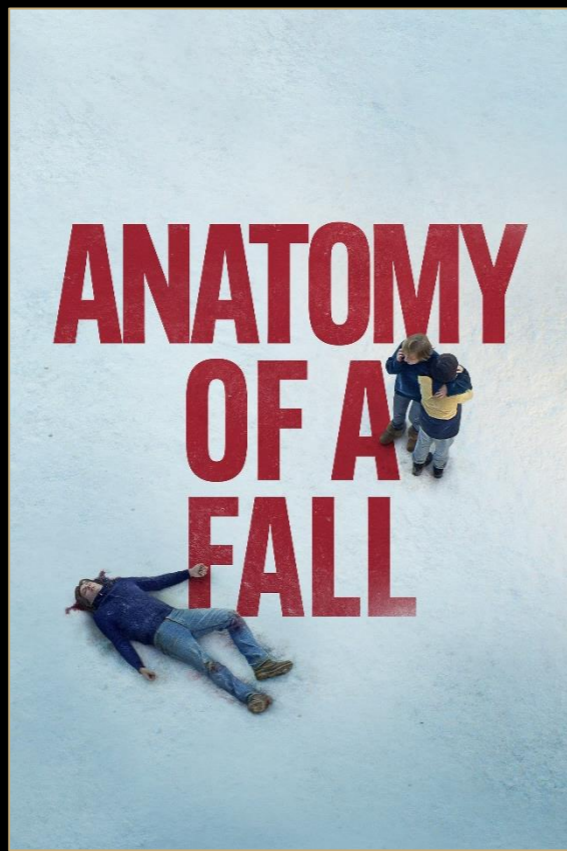


TITLES INCLUDED IN LAST YEAR'S AWARD PACKAGE **WON BIG AND DROVE SOCIAL BUZZ**

A range of premium ABC1 titles



Zone of Interest
Academy Awards:
Winner of Best International Feature Film
BAFTA:
Winner of Outstanding British Film of the Year



Anatomy of a Fall
Academy Awards:
Winner of Best Original Screenplay
BAFTA:
Winner of Best Screenplay



Poor Things
Academy Awards:
Winner of Best Actress (Emma Stone)
BAFTA:
Winner of Best Actress (Emma Stone)



All of Us Strangers
BAFTA:
Nominee of Outstanding British Film of the Year
BIFA:
Winner of Best Supporting Performance (Paul Mescal)



BUILD ON THE CULTURAL MOMENTUM FROM THE 2023-24 AWARD SEASON

3.9M

Admissions

Delivered in Cinemas across
awards season titles 2023/24

3.2M

Viewers

Watched the BAFTA film awards
on BBC in February this year

1.9M

Social mentions

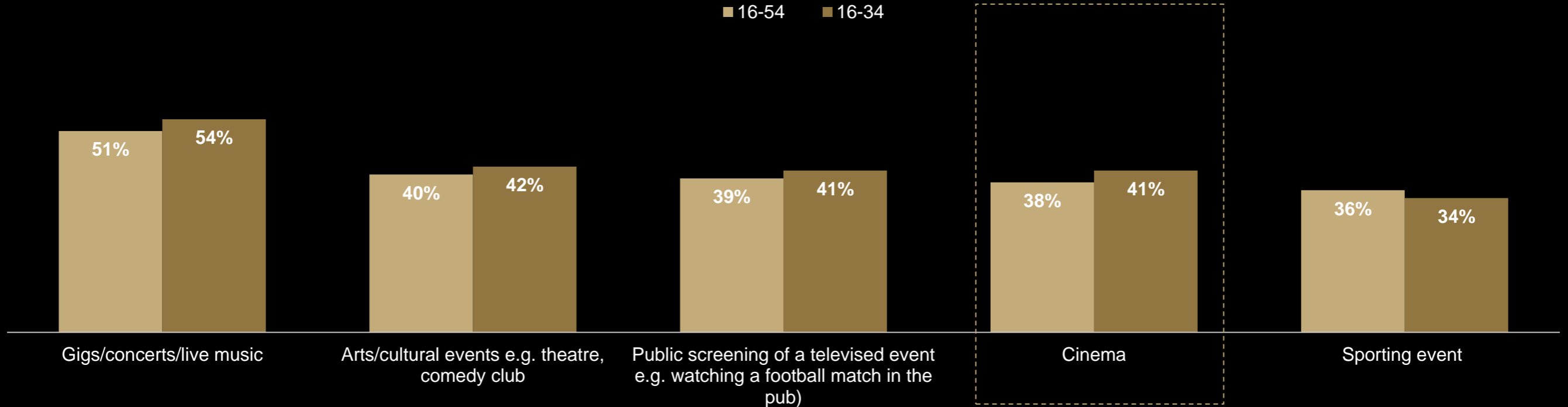
On social media platforms during
this year's 96th Academy Awards



CINEMA IS AN EVENT – JUST LIKE AWARDS SEASON!

Cinema is not like any other media because people view as much more of ‘an event’ akin to watching live sports and nights out

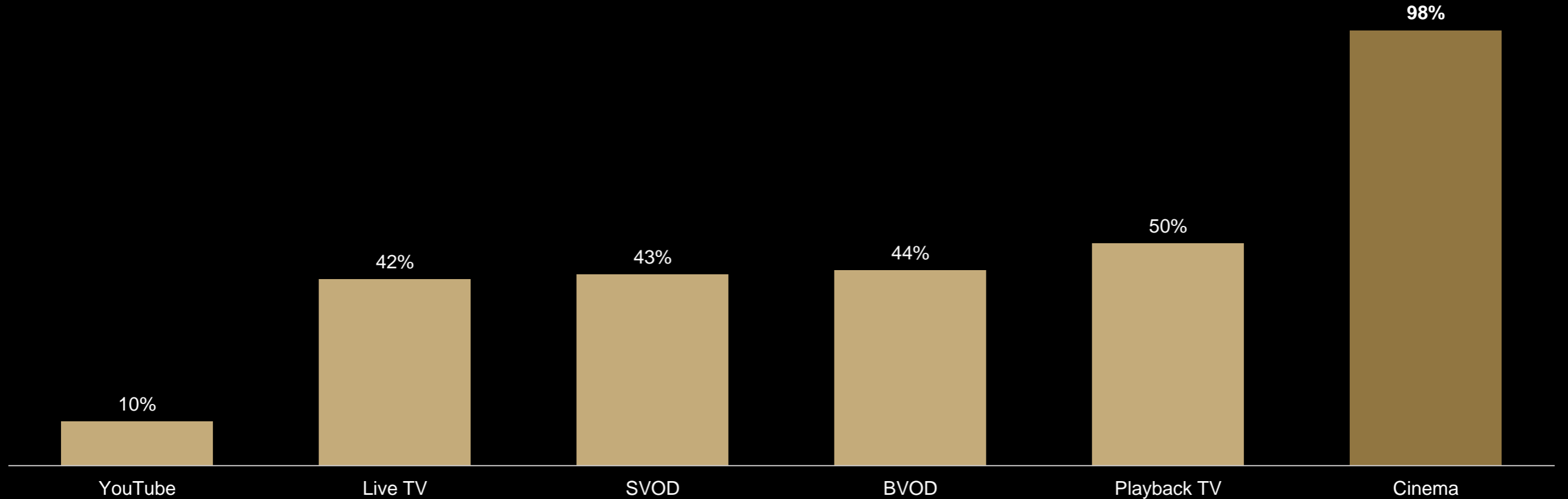
% Associating each of the following with ‘sharing this experience with other people makes me feel good’



AND MAXIMISE SHARED VIEWING EXPERIENCES WITH CINEMA

As many other AV experiences are now watched alone, cinema continues to bring people together and provide brands with a co-viewing environment for their ad

% of viewing that is co-viewing



BRANDS THAT PREVIOUSLY SPONSORED AWARDS TITLES HAVE SEEN A **SHIFT IN KEY METRICS**

Aligning to quality content such as awards titles delivers brand results

+113%

Uplift in having a 'better impression' of the brand

+72%

Uplift in recommending the brand

+25%

Uplift in brand consideration

THE OPPORTUNITY

**ENGAGE THE PUREST UPMARKET
AUDIENCE AT KEY CULTURAL MOMENTS
IN MAINSTREAM ENTERTAINMENT**

THE PACKAGE

AN INTEGRATED AWARDS SEASON PACKAGE WITH **TWO KEY ELEMENTS**

1

GOLD SPOT OWNERSHIP

60" Premium Gold Spot in every available Awards Season title

2

BESPOKE AWARDS SEASON IDENT

20" Bespoke Content that showcases your brand as the presenting partner of the Awards Season films



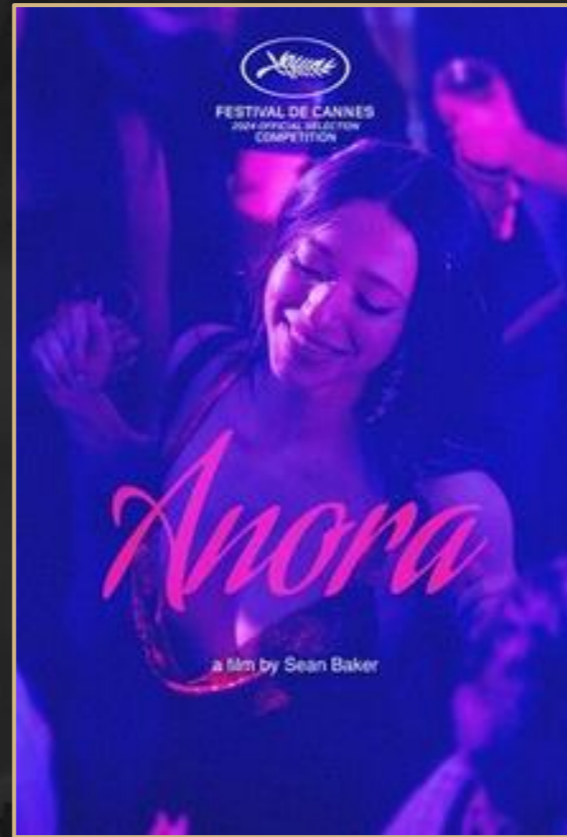
2023-24 AWARDS SEASON
AUDI CASE STUDY

SOME EARLY CONTENDERS INCLUDE...

A range of premium ABC1 titles



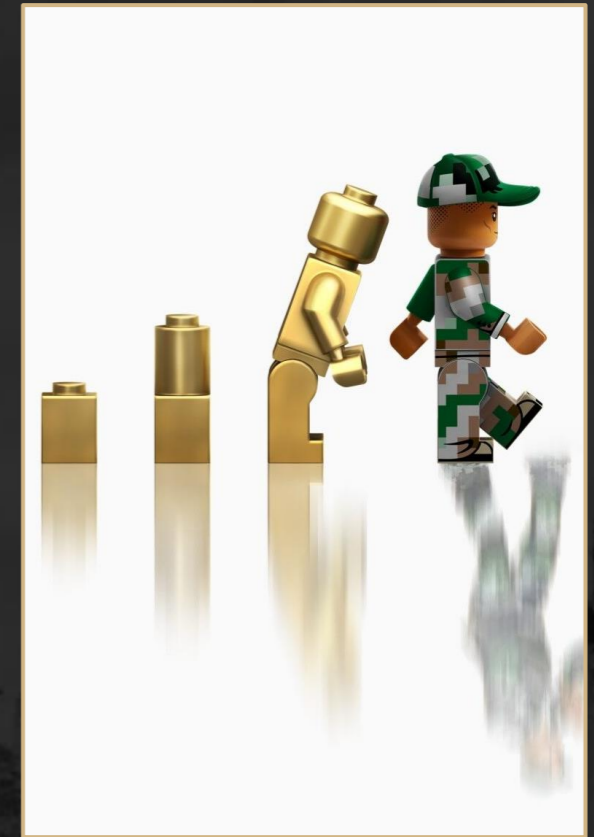
Blitz (1st November)
GOLD



Anora (1st November)
GOLD



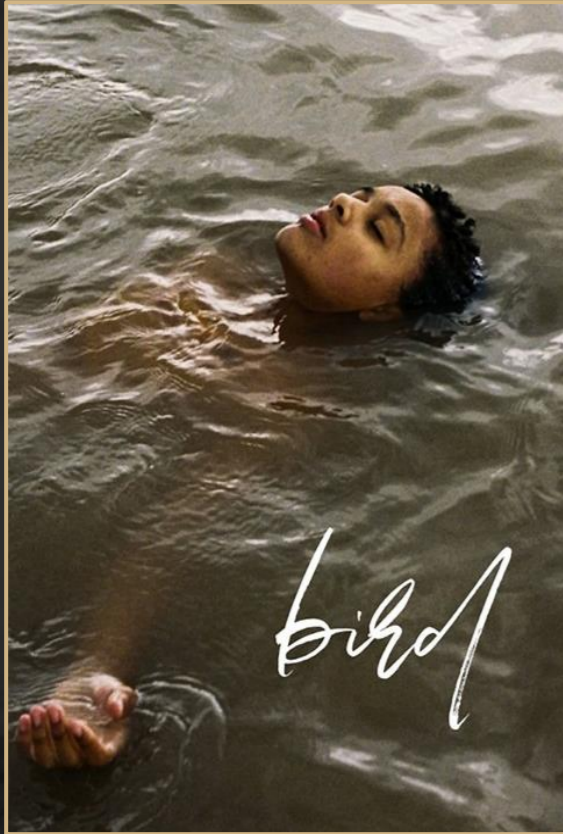
Small Things Like These (1st November)
GOLD



Piece By Piece (8th November)
GOLD

SOME EARLY CONTENDERS INCLUDE...

A range of premium ABC1 titles



Bird (8th November)

GOLD



Conclave (29th November)

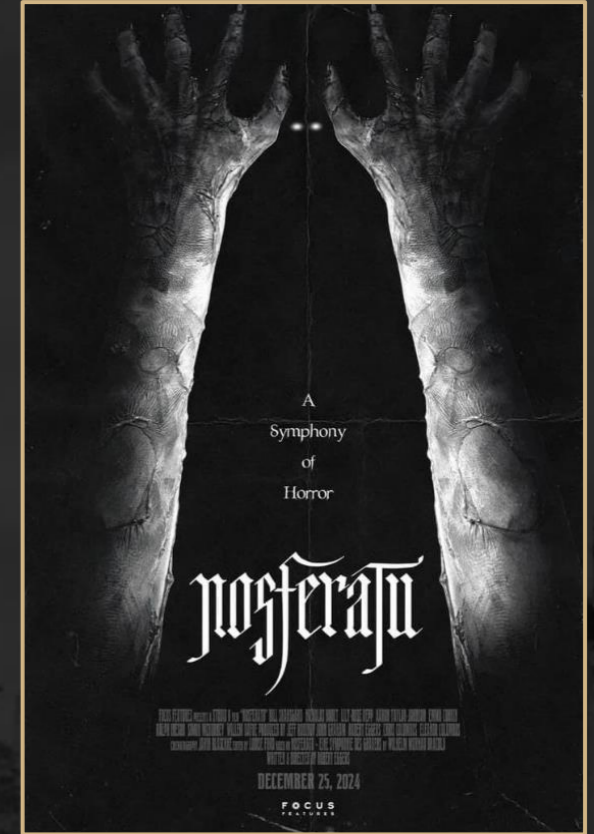
GOLD



All We Imagine as Light

(29th November)

GOLD

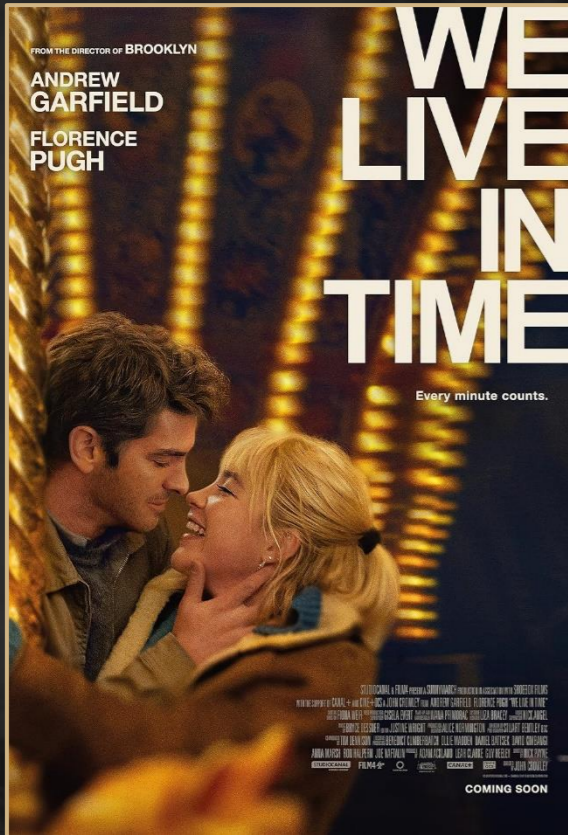


Nosferatu (1st January)

GOLD

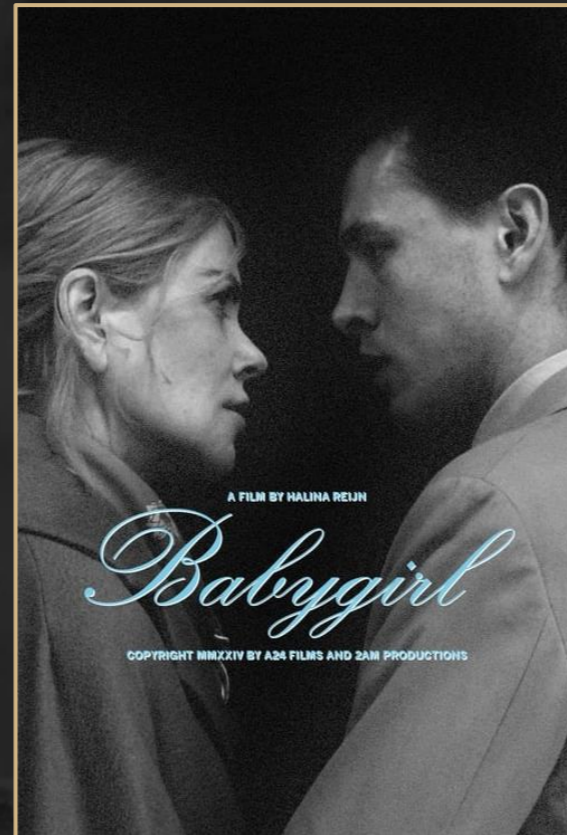
SOME EARLY CONTENDERS INCLUDE...

A range of premium ABC1 titles



We Live in Time (1st January)

GOLD



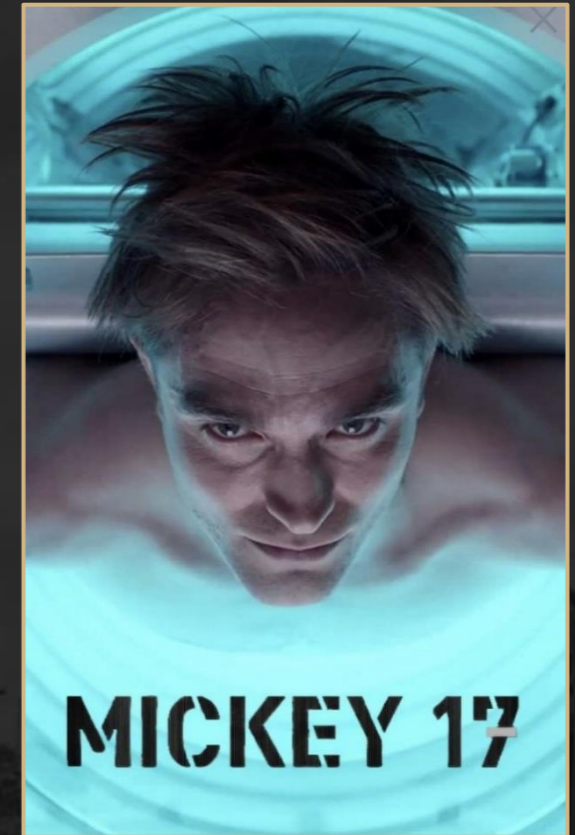
Babygirl (10th January)

GOLD



A Complete Unknown (13th January)

GOLD



Mickey 17 (31st January)

GOLD

AWARD TITLES Q4 2024 & Q1 2025

Blitz
1st Nov



Small Things Like This
1st Nov



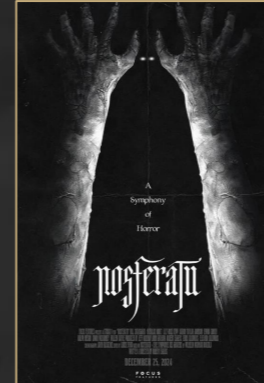
Bird
8th Nov



Conclave
29th Nov



Nosferatu
1st Jan



We Live in Time
1st Jan



A Complete Unknown
13th Jan



OCT

NOV

DEC

JAN



Anora
1st Nov



Piece by Piece
8th Nov



All We Imagine
As Light
29th November



Baby Girl
1st Jan



Mickey 17
31st Jan