

DCM STUDIOS

# THE AWARDS SEASON

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2019/2020



**DELIVERING SCALE AGAINST ONE OF  
THE PUREST UPMARKET AUDIENCES  
IN MAINSTREAM COMMERCIAL  
ENTERTAINMENT.**

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## WHAT IS AWARDS SEASON?

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Awards Season is an ever-present pillar of the cultural calendar.

The best films, directors, actors and actresses, generating a frenzy of conversation, strong enough to dominate a Twitter trend list on any given day.

Awards Season consistently draws an aspirational, upmarket audience. These cinemagoers yearn to be the first to see, and talk about the most relevant films of the year.

The Award Season package offers brands the opportunity to tell its story to the perfect audience, in the perfect environment, at scale.

# WHY AWARDS SEASON?

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# WHY AWARDS SEASON?

The best in film, generating conversation, amongst an audience of affluent film advocates

## CUSTOMER



## CONTENT



## CULTURAL MOMENTS



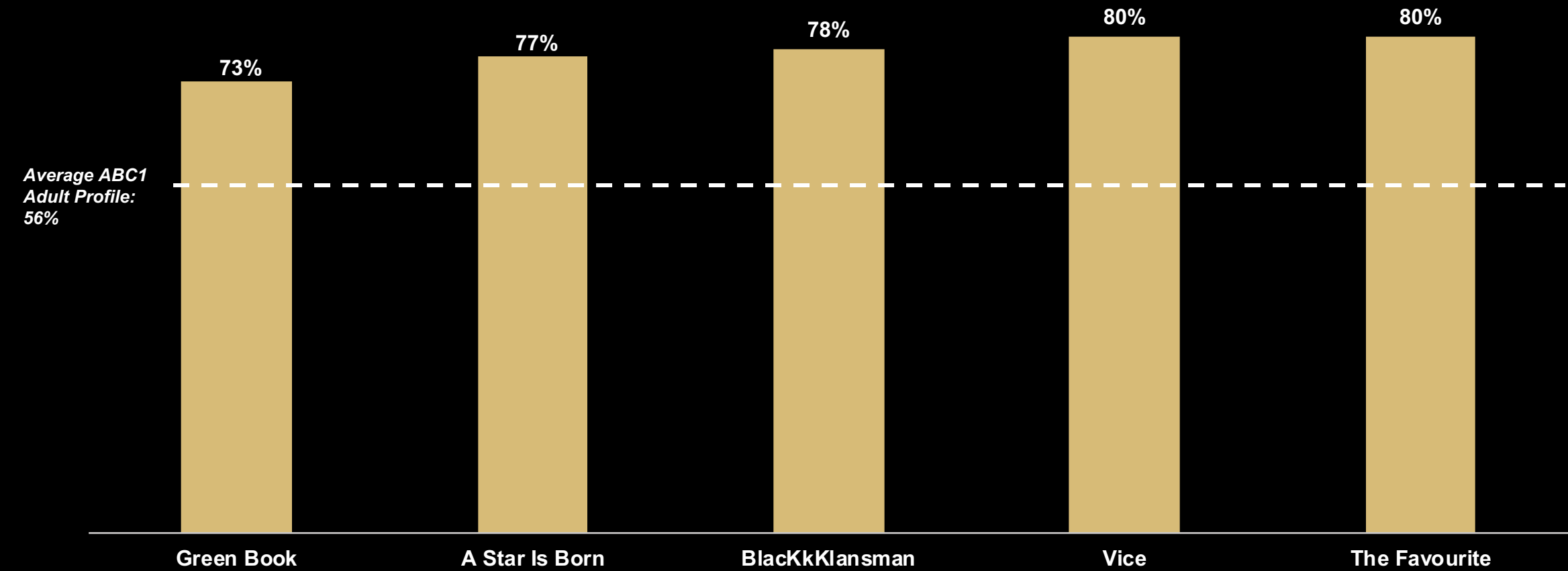


# CUSTOMER

# AWARDS SEASON ENGAGES ABC1 ADULTS

Awards Season delivers a higher share of affluent cinemagoers vs. the average film profile

These 2018/19 Awards Season titles delivered audiences which were often three-quarters ABC1



# IT'S A BUSY TIME FOR OUR BOUTIQUE SITES

Awards season films deliver a greater share of their DCM admissions in the premium exhibitors vs the overall year average for films (6%).



## Green Book

**18%** of DCM admissions were delivered in Curzon, Everyman and Picturehouse cinemas



## The Favourite

**21%** of DCM admissions were delivered in Curzon, Everyman and Picturehouse cinemas



## Can You Ever Forgive Me?

**33%** of DCM admissions were delivered in Curzon, Everyman and Picturehouse cinemas

# THE AWARDS SEASON AUDIENCE

Progressive cultural seekers with media habits all about spending time with quality



## Media Habits:

- 57% Light TV Viewers <sup>(113)</sup>
- Read quality publications (The Guardian, The Times, Good Housekeeping, Private Eye)
- Enjoy listening to BBC Radio 2 <sup>(137)</sup> and Classic FM <sup>(152)</sup>



## Ethically Minded & Progressive

Want to know where products are sourced, willing to volunteer their time for good causes, donate to charities and are prepared to make lifestyle compromises to benefit the environment

# THE AWARDS SEASON AUDIENCE

Financially savvy but enjoy taking breaks and seeing the world



## Financially Savvy:

- 88% more likely to earn over £75k
- 76% have a savings account (114)
- 44% currently have an ISA (118)
- 49% more likely to have stocks, shares and investment



## Well Travelled:

- 73% have been on holiday/a short break in last year (118)
  - and spent 18% more than the average UK adult
- 37% more likely to have booked a holiday in Jan-March
- 40% are planning to book a trip in next 3 months (150)



# THE AWARDS SEASON AUDIENCE

Progressive culture seekers with disposable income and intending to make big purchases



## Love Arts & Culture

In the last year...

- 46% have visited a museum (170)
- 35% have visited theatre (180)
- 33% have visited art gallery (209)



## In The Market For A New Car

59% more likely to be intending to buy a car in the next 12 months than average UK adult – and their budget is 32% higher





# CONTENT





## AD ASTRA

September 18<sup>th</sup>

An astronaut travels to the outer edges of our solar system to find his missing father, in turn unravelling a mystery that threatens the survival of our planet.

Likely Awards: Best Visual Effects, Best Original Score, Best Director

**ABC1 Men Index: 153**

**DCM Admissions: 518k**



## THE FAREWELL

September 20<sup>th</sup>

A Chinese family discovers their grandmother has only a short time left to live, and decide to keep her in the dark, scheduling a wedding to gather her family close before she dies.

Likely Awards: Best Original Screenplay, Best Foreign Language Film

**ABC1 Women Index: 169**

**DCM Admissions: 100k**



## THE GOLDFINCH

September 27<sup>th</sup>

A boy in New York is taken in by a wealthy family when his mother is killed in a terrorist attack at the Metropolitan Museum of Modern Art. During the confusion, the boy takes a valuable painting.

Likely Awards: Best Cinematography, Best Adapted Screenplay, Best Supporting Actress

**ABC1 Adult Index: 144**

**DCM Admissions: 1.6m**



## JUDY

October 2<sup>nd</sup>

Legendary performer Judy Garland arrives in London in the winter of 1968 to perform a series of sol-out 'comeback' concerts which separate her from her family and bring her faltering mental state to breaking point.

Likely Awards: Best Actress, Best Adapted, Screenplay, Best Picture

**ABC1 Women Index: 212**

**DCM Admissions: 300k**





# JOKER

October 4<sup>th</sup>

An origins story of the DC universe's most iconic villain, The Joker, detailing his rise to power from the seedy streets of Gotham to the hallowed halls of Arkham Asylum.

Likely Awards: Best Actor, Best Cinematography, Best Original Score

**ABC1 16-34 Men Index: 325**

**DCM Admissions: 2.2m**



# SORRY WE MISSED YOU

November 1<sup>st</sup>

A hard-up delivery driver and his family struggle to get by amidst zero-hour contracts and a devastated economy in modern-day Britain.

Likely Awards: Best Actor, Best Original Screenplay, Best British Film (BAFTA), Best Director

**ABC1 Adult Index: 167**

**DCM Admissions: 260k**



## THE AERONAUTS

November 8<sup>th</sup>

A true story, based on pilot Amelia Wren and scientist James Glaisher, who find themselves in an epic fight for survival while attempting scientific discoveries aboard a hot air balloon.

Likely Awards: Best Production Design, Best Costume Design, Best Cinematography

**ABC1 Index: 144**

**DCM Admissions: 956k**



## LE MANS '66

November 15<sup>th</sup>

The true story of the battle between Ford and Ferrari to conquer the legendary Le Mans racing circuit in 1966.

Likely Awards: Best Actor, Best Sound Editing, Best Sound Mixing, Best Editing, Best Director

**ABC1 Men Index: 178**

**DCM Admissions: 1m**





# CATS

December 20<sup>th</sup>

Based on the long-running stage show, this musical follows a group of cats who select a new member of their clan, who'll ascend to a new life.

Likely Awards: Best Adapted Screenplay, Best Production Design, Best Cinematography, Best Actress, Best Director

**ABC1 16-34 Women Index: 386**

**DCM Admissions: 1m**



# LITTLE WOMEN

December 26<sup>th</sup>

Based on the best-selling novel by Louisa May Alcott, this drama follows four sisters who come of age in America in the aftermath of the Civil War.

Likely Awards: Best Actress, Best Supporting Actress, Best Director, Best Costume Design

**ABC1 Adult Index: 124**

**DCM Admissions: 538k**



# JOJO RABBIT

January 10<sup>th</sup>

A young boy in the Hitler Youth finds out his mother is hiding a Jewish girl in their home, and is hounded by an imaginary version of Hitler.

Likely Awards: Best Original Screenplay, Best Supporting Actor, Best Production Design, Best Director

**ABC1 Adult Index: 124**

**DCM Admissions: 538k**



# 1917

January 10<sup>th</sup>

A star-studded World War I drama which follows the lives and trials of two young soldiers across the battlefields of Europe.

Likely Awards: Best Picture, Best Actor, Best Visual Effects, Best Director

**ABC1 Women Index: 225**

**ABC1 Men Index: 166**

**DCM Admissions: 1.5m**





## THE HIDDEN LIFE OF DAVID COPPERFIELD

January 10<sup>th</sup>

Armando Iannucci returns to the big screen following the indie success of the surreal *Death of Stalin* with an adaptation of the Dickens novel.

Likely Awards: Best Adapted Screenplay, Best Cinematography, Best Costume Design.

**ABC1 Adults Index: 164**

**DCM Admissions: 752,445**



## A HIDDEN LIFE

January 17<sup>th</sup>

The true, poetic story of Franz Jägerstätter, a conscientious objector who refused to join the Nazi cause in World War II.

Likely Awards: Best Picture, Best Actor, Best Cinematography, Best Director

**ABC1 Women Index: 225**

**DCM Admissions: 42k**



# QUEEN & SLIM

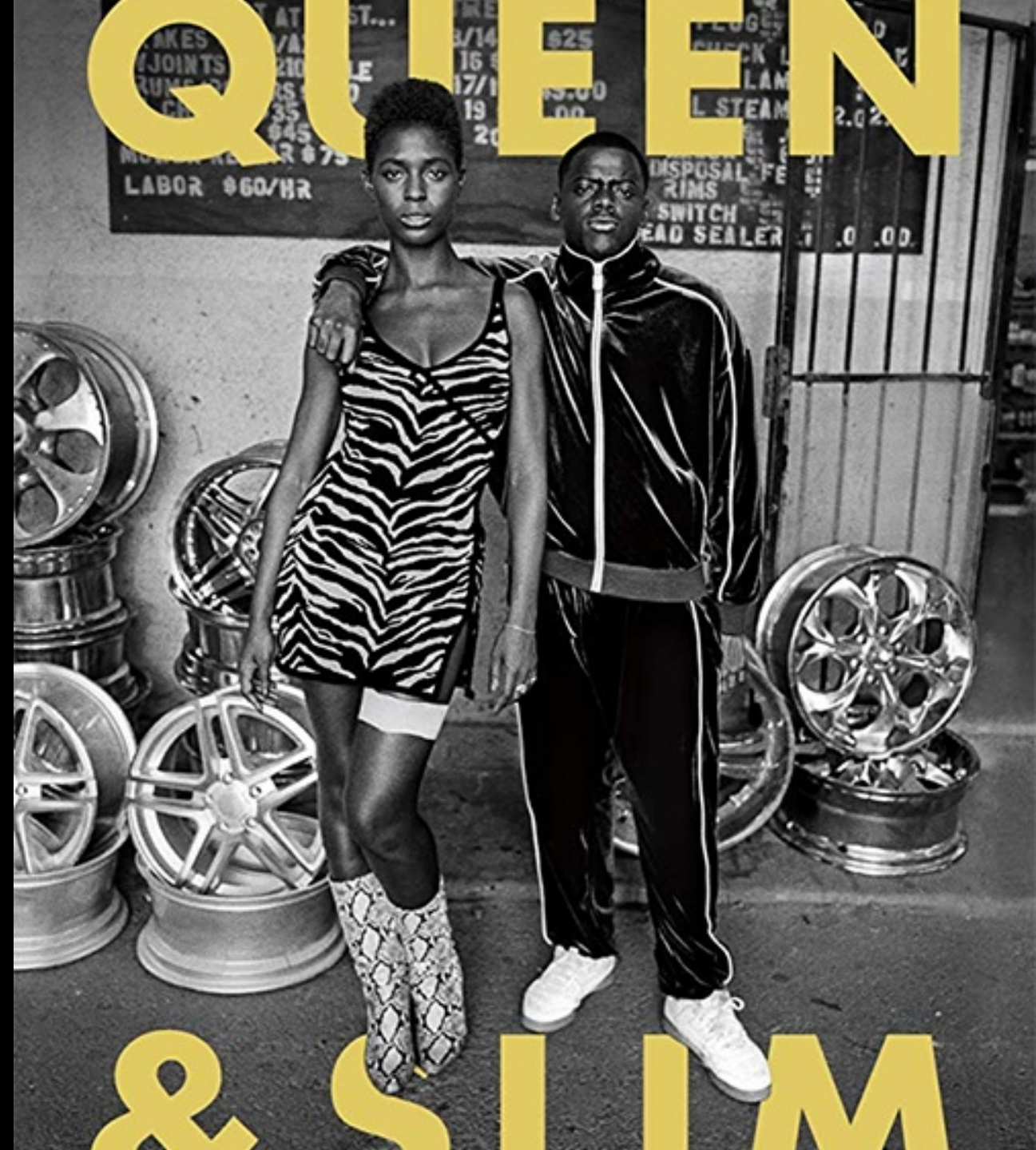
January 31<sup>st</sup>

This timely re-invention of the Bonnie & Clyde story follows a young black couple's first date, which takes an unexpected turn when a police officer pulls them over.

Likely Awards: Best Actor, Best Actress, Best Cinematography, Best Editing, Best Original Screenplay.

ABC1 16-34 Adult Index: 239

DCM Admissions: 418k



# ROAD TO AWARDS SEASON

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

Ad Astra

The Farewell

The Goldfinch

Judy

Joker

The Aeronauts

Le Mans '66

Cats

JoJo Rabbit

1917

A Hidden Life

Little Women

Queen & Slim



05 JAN



12 JAN



02 FEB

09 FEB

A photograph of two young Black people, a man and a woman, standing in a grassy field. The man is in the foreground, wearing a maroon jacket with white stripes on the sleeves, looking slightly to the right. The woman is behind him, looking towards the camera. The background is a blurred landscape with a path and trees under a cloudy sky.

# CULTURAL MOMENTS

# CULTURAL MOMENTS

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## SHARED EXPERIENCE

As technology and digital connectivity continue to soar, mutual viewing opportunities increasingly plummet.

Cinema is one of the last mediums to bring friends, families and communities together for shared viewing experiences.



## MEANINGFUL ENTERTAINMENT

The quality of cinemas audio visual experience remains unrivalled.

Great film continues to drive societal change, placing Cinema at the heart of conversations on sexuality, gender equality, racial diversity and more.

Aligning to award winning film, gives a brand a voice of advocacy.



## NEW TALENT

Awards Season ushers in the next wave of emerging superstars.

Rami Malek, Mahershala Ali, Emma Stone and Saoirse Ronan are but a few to make the transition in recent years.

Awards Season positions brands at the launchpad from which stars enter the realm of superstardom.

# THE PACKAGE

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Premium Positions throughout all award-worthy films, to maximise cut-through and to cement the award season ownership.



Bespoke content drives contextual relevance. Examples include 'Film Facts Brought To You By...' etc. The possibilities are endless!



Optional extras such as ticket giveaways for staff, or customers, luxury cinema events, online amplification.

# OPTIONAL EXTRAS

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**Customer/Internal events at  
boutique locations such as  
Picturehouse Central/  
Everyman Kings Cross**



**Ticket Giveaways for  
customers, competitions  
and microsites to drive  
engagement**



**Online amplification from  
Exhibitor owned channels such  
as email databases, social  
accounts, website assets**

DCM STUDIOS

# ADDITIONAL OPTIONS

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# AWARDS SEASON COUNTDOWN FESTIVAL

**An opportunity for the sponsor brand to own a number of exciting customer facing events at Picturehouse and/or Everyman cinemas.**

Throughout the 2019/20 Awards Season, speculation will build as to which of the titles on the upcoming slate will walk away as the big winners of the most prestigious awards.

As a final way to harness the anticipation and excitement amongst aficionados and amateur film-buffs alike, the sponsor brand will work with one or several boutique exhibitors to host a special celebration weekend of the greatest awards contending films.

The Awards Season Countdown festival will be hosted in a number of cinemas across the country in the final week/weekend build up to the Academy Awards (9 Feb). Each cinema will dedicate a minimum of one auditorium to screenings of the likely 'Best Picture' candidates where customers will be encouraged to attend to check any they have missed or see those they have loved one more time.

All associated comms around the festival will be presented to customers by the exhibitor and the brand, including online placement, email and social reach.

Dependant on the sponsor brand and willingness to engage with the exhibitor, there are a number of creative and experiential opportunities to be explored:

*Sampling/Goodie bags provided by the brand.*

*Foyer activations and fun way for customers to engage around the festival.*

*Competition hosted on exhibitor website ran during the promotional period, with prizes provided by the brand.*





# PACKAGE OPTIONS

## Picturehouse

1 screen dedicated at five sites across the UK (example: Central, Brixton, Brighton, Liverpool, York), during the final weekend Friday 7 – Sunday 9 Feb 2020).

Events are ticketed, with brand retaining a % (TBC) for influencers, customers...etc.

Comms to include:

Launch email to database announcing festival (470k)

1 x newsletter inclusion (470k)

1 x social post by local cinema (number tbc on partner cinemas)

Blog page with brand content, detailing screenings (5k)

## Everyman

*Cost = £75k gross*

1 screen dedicated at five sites across the UK (example: Kings Cross, Bristol, Glasgow, Leeds, Manchester), during the preceding week Tues 4 – Thur 6 Feb.

Events are ticketed, with brand retaining a % (TBC) for influencers, customers...etc.

Comms to include:

Launch email to database announcing festival (180k)

1 x inclusion in Everyman newsletter (180k)

1 x Instagram post by @everymancinema (16.5k)

Blog page with brand content, detailing screenings (5k)

*Cost = £75k gross*





# BAFTA FILM AWARDS PARTY

**Celebrate in style in the heart of London's West End with BAFTA**

Through DCM's long association with BAFTA, a unique opportunity for the sponsor brand to offer customers, influencers, press...etc the chance to view the BAFTA Film Awards at the historic and newly renovated BAFTA venue at 195 Piccadilly on Sunday 2 February 2020.

Guests of the brand will enjoy a red carpet and drinks reception, with step & repeat photo opp as they await one of the most anticipated ceremonies of the film calendar.

Once seated, the award ceremony will be screened on the large projector screen as celebrated Head Chef Anton Manganaro (a BAFTA stalwart of over 10 years) serves a brand new, three-course menu of British-themed and sourced cuisine, complemented by a selection wines and drinks.

The evening will be managed by BAFTA's excellent waiting & bar staff, with security, a cloakroom and AV technicians on-hand to ensure the event leaves attendees with memories of a refined star-studded evening to remember.

Cost = £35,000 net



A close-up, cinematic shot of an astronaut's face inside a white space helmet. The helmet's clear visor reflects some light. The astronaut is looking slightly to the left. The background is dark with some blue and orange hues, suggesting a space environment. Two thin white horizontal lines frame the text.

# CASE STUDIES



# PSA GROUP

## Awards Season Sponsorship - 2019

### Background

Historically, the first quarter of the year is very important and competitive for brands in the motor sector with the majority running advertising and looking to capitalise during this key sales period. Brands face a challenge to ensure messaging cuts through and resonates with audiences at a very cluttered time of year.

PSA Group (Citroen, DS and Peugeot) was looking for opportunities that would deliver positive impact amongst its target audience of affluent adults and provide the opportunity for longer brand storytelling compared to other AV channels – with the ultimate aim of increasing model awareness and consideration.

### Plan

‘Awards Season’ was the perfect fit for PSA, running from January to March it provided the opportunity for PSA to engage with upmarket audiences and align its three key brands with the highest quality content on the big screen in the lead up to the Oscars and BAFTAs.

PSA Group bought the Gold Spot (the most prestigious spot in the reel) in a selection of Oscar and BAFTA contenders including *Stan & Ollie*, *Green Book*, *The Favourite* and *Vice*.

Utilising the full selection of films bought across the period PSA Group decided to rotate copy and advertise a series of different models – the new Citroen C5 Aircross SUV, the DS 7 CROSSBACK and the all-new PEUGEOT 508 FASTBACK.



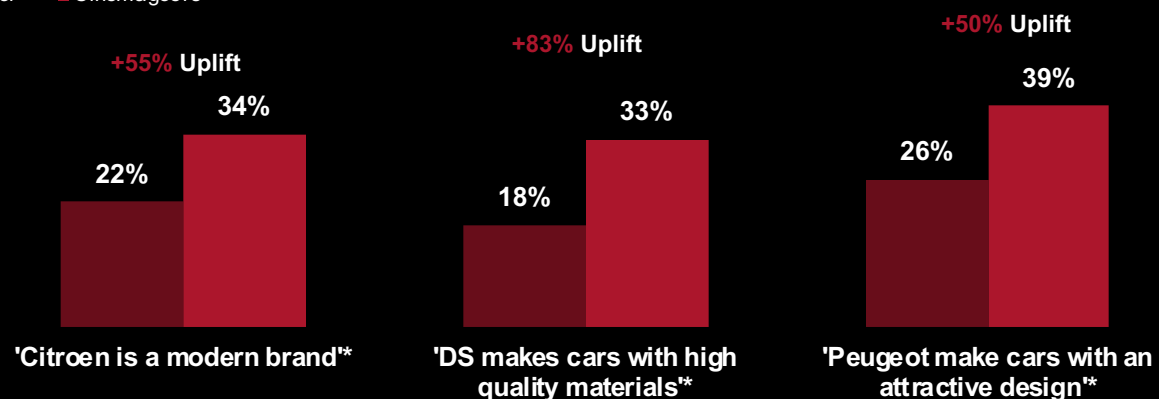
### Campaign Details

Sector	Motors
Target Audience	ABC1 35+
Package	Awards Season Gold Spot
Media Agency	MediaCom
Duration	60"

# PSA GROUP

## Awards Season - 2019

■ Control ■ Cinemagoers



Model Awareness<sup>1</sup>  
**+95% uplift**

Model Consideration<sup>2</sup>  
**+112% uplift**



### Significant uplift in brand positivity:

Cinema exposed respondents are on average **17% more likely** (vs. control) to agree that the **campaign has left them with a better impression of the three PSA Group brands**.



### Driving key brand perceptions further:

The cinema campaign helped increase **perceptions of reliability** for both **Citroen (+33%)** and **Peugeot (+42%)** and **DS** were more likely to be perceived as **making distinctive cars (+28%)** as a result of exposure to the ad in cinema.



### Significant uplift in brand consideration for all three brands advertised:

Exposure to the campaign in the impactful cinema environment has led to **increases in consideration for all three PSA Group brands – Citroen (+68%), DS (+72%) Peugeot (+25%).**

## Summary

Aligning its brands with the high quality content of 'Awards Season' helped PSA Group deliver significant additional impact at a key time of year across its three major brands. Exposure to the ads in the uniquely engaging cinema environment led to increases in brand positivity and most importantly model awareness and consideration.



# THANKYOU

**Please contact your DCM rep for further  
information.**

