

# THE AWARDS SEASON

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Sponsorship Opportunity 2021-2022



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

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# THE AWARDS SEASON 2021/22

Reach one of the purest upmarket audiences in mainstream commercial content.

Each year, as we enter October, the world of film shifts from its latest run of mega-budget blockbusters and child-friendly animation towards releasing some of the more **artistic and thought-provoking** titles the industry hopes to win awards with between January and March.

Consequently, the make-up of the cinema audience shifts to reflect the content shown on screen each year, delivering a more **premium ABC1 audience**.

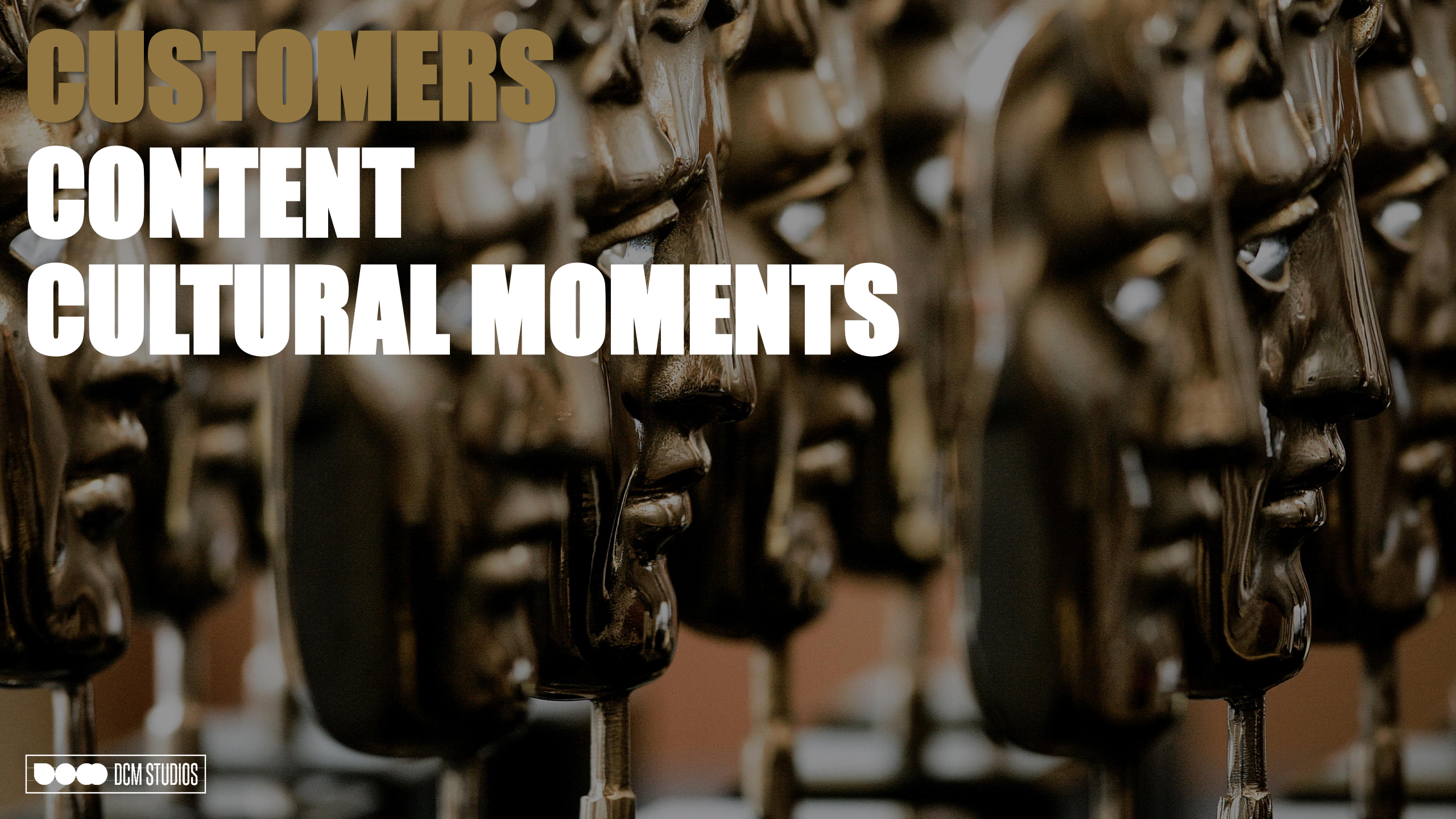
The Awards Season Sponsorship offers the partner brand the exclusive opportunity to become synonymous with this year's greatest content and the upmarket audience that consumes it.

Synergy is driven through carefully selected films that industry insiders are tipping for awards glory come ceremony time in 2022. The Brand will own this content with 60" creative placed in cinema's most prestigious reel position – **The Gold Spot** – the final commercial message before the film begins.

**DCM Studios** can work with the brand and its creative agency to either evolve existing or create entirely new content that both engages and excited audiences before these incredible films begin.





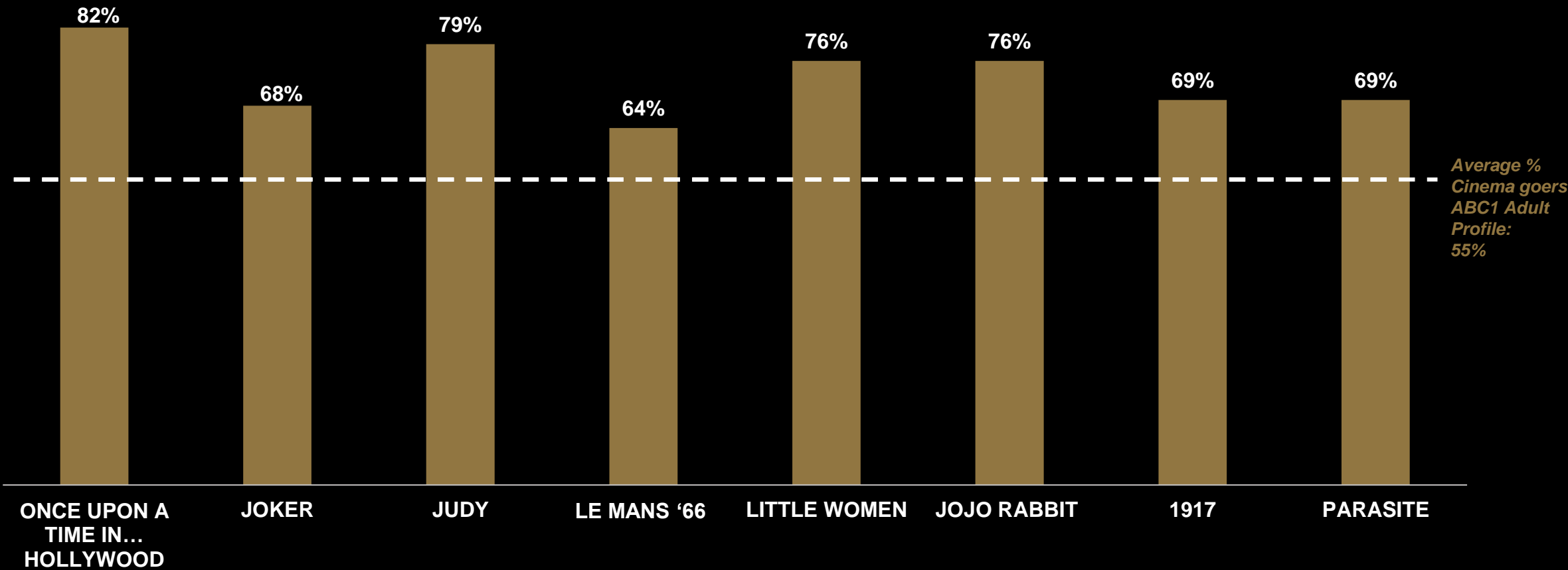


# **CUSTOMERS** **CONTENT** **CULTURAL MOMENTS**



# REACHING THE MOST DISCERNING CINEMA GOERS

Awards Season delivers a higher share of affluent ABC1 cinemagoers vs. the average film profile



# THE AWARDS SEASON AUDIENCE

Financially savvy but enjoy taking breaks and seeing the world



## Financially Savvy:

- 86% more likely to earn over £75k
- 78% have a savings account (110)
- 41% currently have an ISA (112)
- 25% more likely to have stocks, shares and investment



## Well Travelled:

- 66% have been on holiday/a short break in last year (147)  
– and spent 18% more than the average UK adult
- 59% more likely to have booked a holiday in Jan-March
- 28% 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...

- 105% more likely to visit an art gallery
- 58% have visited theatre (155)
- 37% have visited a museum (200)



## In The Market For New Purchases

- 74% more likely to be intending to buy a new car in the next 12 months
- 64% more likely to be intending to buy a new games console in the next 12 months
- 43% more likely to be intending to buy a new smartphone in the next 12 months



# **CUSTOMERS** **CONTENT** **CULTURAL MOMENTS**





# RESPECT

September 2021

A biopic detailing the life and achievements of legendary R&B singer, Aretha Franklin.

Jennifer Hudson is sure to attract huge awards buzz for her performance as the legendary Soul performer.

**ABC1 Ads Index: 138**

**DCM Admissions: 292k**

**Cast:**

Jennifer Hudson, Forest Whitaker, Audra McDonald



# DUNE

September 2021

Feature adaptation of Frank Herbert's science fiction novel: the son of a noble family is entrusted with the protection of the most vital element in the galaxy.

An all-star cast team up with one of the best directors working today, Denis Villeneuve, to bring Frank Herbert's legendary science fiction novel to the big screen.

**ABC1 Ads Index: 133**

**DCM Admissions: 1m**

**Cast:**

Timothée Chalamet, Rebecca Ferguson, Jason Momoa



## THE LAST DUEL

October 2021

In Medieval France, King Charles VI challenges a young knight to a duel to settle a dispute.

*The Last Duel* marks legendary director Ridley Scott's return to cinema after 2017's *All the Money in the World*, working from a script by Ben Affleck and Matt Damon.



**ABC1 Ads Index: 137**

**DCM Admissions: 709k**

**Cast:**

Adam Driver, Jodie Comer, Matt Damon



## DEAR EVAN HANSEN

October 2021

Adaptation of the Tony and Grammy Award-winning musical about a high school student suffering from social anxiety, and his journey of self-discovery following the death of a classmate.

The famous stage musical from 2015 is one of the most successful productions of all time, having taken \$226 million.

**ABC1 Ads Index: 135**

**DCM Admissions: 584k**

**Cast:**

Ben Platt, Julianne Moore, Kaitlyn Dever





## THE FRENCH DISPATCH

October 2021

A love letter to journalists, set in an outpost of an American newspaper in a fictional twentieth-century French city that brings to life a collection of stories published in 'The French Dispatch Magazine'. Likely to be another Wes Anderson masterpiece...

**ABC1 Ads Index: 137**

**DCM Admissions: 507k**

**Cast:**

Timothee Chalamet, Elisabeth Moss, Frances McDormand



## BELFAST

November 2021

A young boy and his working class family experience the late 1960s tumult of Irish life.

Kenneth Branagh brings a prestige cast to this emotional drama which reflects his own childhood growing up in Ireland during The Troubles.

**ABC1 Ads Index: 144**

**DCM Admissions: 233k**

**Cast:**

Jamie Dornan, Caitriona Balfe, Ciaran Hinds





**GOLD  
SOLD**

## KING RICHARD

**November 2021**

A look at how tennis superstars Venus and Serena Williams were coached and shaped by their father Richard.

Will Smith, one of Hollywood's biggest stars brings his charisma and gravitas to his first serious dramatic role since 2015's

*Concussion.*



**ABC1 Ads Index: 138**

**DCM Admissions: 585k**

**Cast:**

Will Smith, Jon Bernthal, Dylan McDermott



## HOUSE OF GUCCI

**November 2021**

The film follows the story of how Patrizia Reggiani plotted to kill her husband, the grandson of renowned fashion designer Guccio Gucci.

Adam Driver and Lady Gaga are two Hollywood stars at the height of their powers, and Ridley Scott is one of the most prolific directors of the last 50 years.

**ABC1 Ads Index: 160**

**DCM Admissions: 585k**

**Cast:**

Lady Gaga, Adam Driver, Al Pacino



GOLD  
SOLD

## WEST SIDE STORY

December 2021

An adaptation of the 1957 musical, exploring forbidden love and an epic rivalry between two teenage street gangs – the Jets and the Sharks.

*West Side Story* is an incredibly successful stage and screen production, and this new version from the legendary Steven Spielberg has all the makings of a future classic.



**ABC1 Ads Index: 148**

**DCM Admissions: 2.5m**

**Cast:**

Ansel Elgort, Rachel Zegler



## OPERATION MINCEMEAT

January 2022

The film tells the famous WWII story of deception where intelligence officers use a corpse and false papers to outwit German troops.

Colin Firth leads a prestigious British cast in this unusual but exciting premise, from a director with a big history of major awards (including 7 Oscars for *Shakespeare In Love*).

**AB Ads Index: 158**

**DCM Admissions 1m**

**Cast:**

Colin Firth, Matthew Mcfadyen, Kelly Macdonald





## THE LOST DAUGHTER

January 2022

A woman's beach vacation takes a dark turn when she begins to confront the troubles of her past.

Olivia Colman, Jesse Buckley and Dakota Johnson are three of the biggest stars in Hollywood, brining prestige to any film, and Maggie Gyllenhaal's debut as a director is a hugely exciting prospect



**ABC1 Ads Index: 148**

**DCM Admissions: 257k**

**Cast:**

Olivia Colman, Jesse Buckley, Dakota Johnson

## CYRANO

January 2022

Joe Wright has a penchant for bringing historical tales and stage stories to the big screen, and this new story comes packed with a cast of established icons and rising stars.

The film reimagines the life of Cyrano de Bergerac.

**ABC1 Ads Index: 170**

**DCM Admissions: 701k**

**Cast:**

Peter Dinklage, Kelvin Harrison Jr., Haley Bennett





## A JOURNAL FOR JORDAN

January 2022

Before he is killed in action, a soldier authors a journal for his son, telling him how to live a decent life.

Denzel Washington's previous directorial effort, *Fences*, garnered huge Oscars attention.

**ABC1 Ads Index: 140**

**DCM Admissions: 350k**

**Cast:**

Michael B. Jordan, Tamara Tunie, Robert Wisdom

## EXTRAS

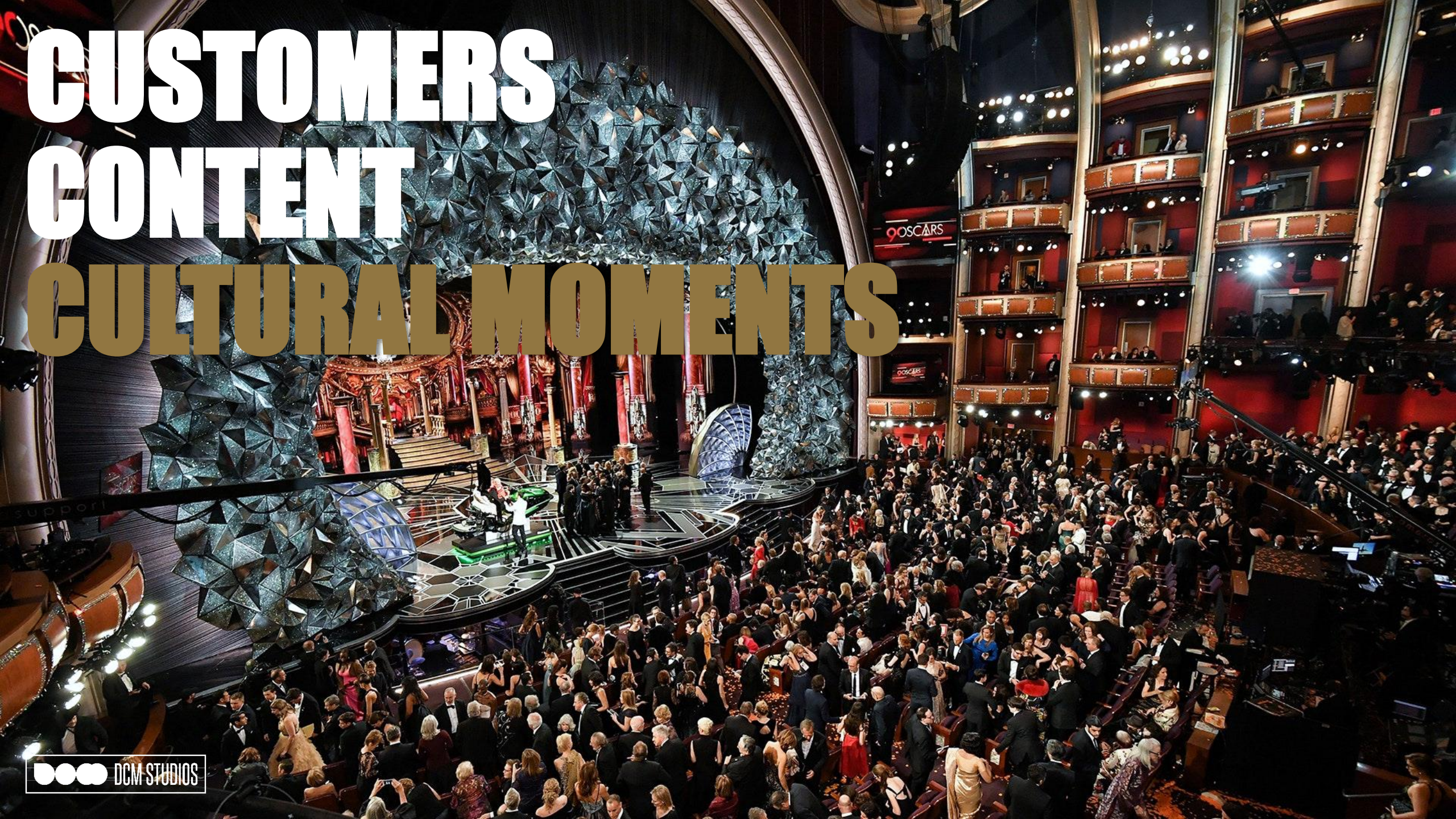
Look out for the following films yet to be added to the schedule

Kristen Stewart stars as the people's princess Diana in 'Spencer' - Pablo Larrain's upcoming epic about the Princess of Wales.

C'mon C'mon stars Joaquin Phoenix as an artist who is left to take care of a young nephew played by newcomer Woody Norman.

'Soggy Bottom' is the working title of the latest Paul Thomas Anderson project set during the 1970s and starring Bradley Cooper.





# CUSTOMERS CONTENT CULTURAL MOMENTS



# CULTURAL MOMENTS

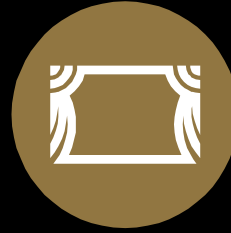
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## SHARED EXPERIENCE

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 cinema's 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.



**FILMS: 13**

**ADMISSIONS: 7.5m**

**GROSS RATECARD**

**VALUE: £2.3m**

A close-up, high-contrast photograph of an astronaut's face inside a white space helmet. The astronaut is looking off to the side with a focused expression. The helmet's visor is clear, reflecting some light. The background is a deep blue, suggesting the sky or space. The overall tone is dramatic and professional.

# 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

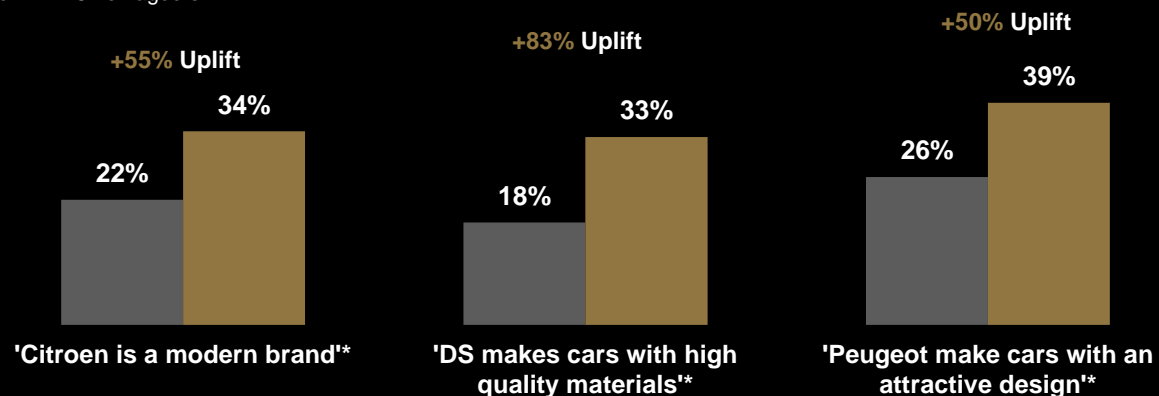
Sector	Motors
Target Audience	ABC1 35+
Package	Awards Season Gold Spot
Media Agency	MediaCom
Duration	60"



# 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%) and 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.

