

Another Round

Marketing Pack for venues, part of BFI FAN's support for new releases

"A heady, vibrant, funny film, with a brilliant performance from Mads Mikkelsen"
The Independent



Specification details:

Dir. Thomas Vinterberg (THE HUNT, THE COMMUNE) | Cert 12A | 116 mins | Denmark | 2020

Distributor: [StudioCanal](#)

Available: 2 July 2021 (UK theatrical release)

Booking details:

- Theatrical Sales Manager: Gareth.Haworth@Studiocanal.com
- Theatrical Sales Executive: Kashif.Shirazi@Studiocanal.com
- Theatrical Sales Executive: Neil.Rogers@Studiocanal.com

Audio Descriptive versions of the film are available to book. Also versions of the film will be captioned.

A pre-recorded Q&A with director Thomas Vinterberg is also available to book.



- The Q&A is hosted by Jason Solomons, with a professional edit of a zoom conversation held with director Thomas Vinterberg.
- A captioned version will be available from 5 July
- Pre-recorded Q&A with Thomas Vinterberg – 30 mins
- The feature and Q&A will be provided on separate DCPs and will require their own KDM.

Synopsis:

There is an obscure philosophical theory that humans should have been born with a small amount of alcohol in our blood; that modest inebriation opens our minds to the world around us, diminishing problems and increasing creativity.

Intrigued, Martin (Mads Mikkelsen) and three of his friends, all weary high school teachers, embark on a risky experiment to maintain a constant level of intoxication throughout the workday.

Initial results are positive, but as the units are knocked back and stakes are raised, it becomes increasingly clear that some bold acts carry severe consequences.

Assets

Official Website: www.anotherroundfilm.co.uk

Distributor Twitter handle: <https://twitter.com/StudiocanalUK>

Official hashtag: #AnotherRound

Official Instagram: <https://www.instagram.com/studiocanaluk/>

Official UK Digital Assets (inc. stills/trailer): [Download here](#)

UK Press notes: [Download here](#)

BFI FAN programme notes written by Sven Hondt: [Download here](#)

Official UK poster: [Download here](#) or [here](#)

Stills: [Download here](#)

Countdown cards: [Download here](#)

Review cards: [Download here](#)

Trailer YouTube version: <https://youtu.be/40X5EX6Us7c> / [Download here](#)

TV Spots: [TV Spot 1](#)/[TV Spot 2](#)

Social media assets: [Download here](#)

Animated GIFS: [Download here](#)

Behind the scenes clip of Mads learning to dance:

https://www.youtube.com/watch?v=nZe7QYk_db4

Infographic: The Drinking Cultures Of Europe ([Download here](#))



STATS COMPILED BY RICHARD TAYLOR (@THEBEERCAST)

#RANK	COUNTRY	AVG. ALCOHOL CONSUMED PER PERSON, PER YEAR	BEER PRICE	NATIONAL DRINK	UNIQUE DRINKING CULTURE FROM THAT COUNTRY
#1	CZECH REPUBLIC	14 LITRES	£1.10 IN PRAGUE	PILSNER	MLIKO POURS The original Czech nightcap; a pint of beer foam. Served up at half the price of a pint, 'mliko' means milk and this creamy lager froth is meant to be downed in one.
#2	GERMANY	13 LITRES	£2.80 IN BERLIN	HELLES LAGER	OKTOBERFEST Munich's gift to the world started out as a royal wedding celebration, over 200 years ago; 14 tents, 7 million people, over 6 million litres of beer.
#3	IRELAND	12.4 LITRES	£5.00 IN DUBLIN	STOUT	UISCE BEATHA Ireland's 'water of life' is whiskey. A thousand years ago, Irish monks learned how to distil perfume. They came home and made spirits instead. The rest is history.
#4	FRANCE	12 LITRES	£5.20 IN PARIS	VIN ROUGE	ABSINTHE The 'green fairy' began as a medicine, became an icon of France's Belle Epoque, and ended up being banned across the world. A mild hallucinogen, drink diluted over sugar.
#5	BELGIUM	11.8 LITRES	£3.20 IN BRUSSELS	JENEVER	TRAPPIST BEERS In a country ruled by beer lie several monasteries who are silent masters of the craft. Trappists devote their lives to prayer, work and brewing, and their beers are legendary.
#6	UNITED KINGDOM	11.4 LITRES	£5.20 IN LONDON	BITTER, G&T, WHISKY, ALCOPOPS	THE PUB We may be a nation of shopkeepers drinking tea morning, noon and night, but the pub is the focal point of friends, families and communities around the country.
#7	DENMARK	10 LITRES	£4.80 IN COPENHAGEN	AQUAVIT	GAMMEL DANSK 'Old Danish' is a 38% ABV bitters created in secret, containing herbs, spices and orange. Served as a shot for brunch, celebrations, or mixed with milk cocktail-style.

SEE ANOTHER ROUND ONLY IN CINEMAS - OPENING JULY 2

STUDIOCANAL A CANAL+ COMPANY

PLEASE DRINK RESPONSIBLY. FOR THE FACTS, VISIT DRINKWARE.CO.UK

Audience surveys

For feedback on the New Release title and your event, please direct your audience members to www.newreleasesurvey.co.uk to fill out our BFI FAN Audience Survey.

Responses can be shared with venues upon request.

- [Easy Read feedback survey](#)
- [Download a MP4 slide here to put on your screens before the film to encourage audiences to fill out the survey.](#)
- [Download the QR code here](#)

Simple and easy wins for exhibitors

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.

We expect *Another Round* to appeal to:

- Independent film lovers
- People interested in 'film festival' films
- People interested in BAFTA/Oscar winners
- Mads Mikkelsen fans
- European cinema fans

Another Round: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing diverse audiences:

- **Price:** If you have a young person/student ticket offer, why not promote it alongside *Another Round*
- **Experience:** Research into audiences highlights how important the whole experience is. Think about promoting guest speakers or post-film discussions along with your screenings.
- **Interaction / social media:** Focus on the fact that it is a film all about family, love, loss and celebration of life, something that will resonate with most audiences, especially as the lockdown comes to an end.

Promote your screenings

Find out how to tell new audiences about your events and make them unforgettable with our simple guides:

- [A Simple Guide To: DIGITAL MARKETING:](#) Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.
- [A Simple Guide To: AUGMENTING FILM SCREENINGS:](#) Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- Mads Mikkelsen
- Danish cinema
- European cinema
- Scandinavian cinema
- Film Festivals - Cannes Film Festival, Venice Film Festival
- Independent Film
- Foreign Film
- Oscar winners
- Celebration of life
- BAFTA winners
- Jazz ballet
- Beer aficionados

Event Ideas

- Film and wine event (if your venue has a bar) or partner with a local brewery
- Promote the fact that Another Round is a Oscar AND BAFTA winner

- The film explores themes of celebrating life as well as mental health, male grief and loneliness and there are lots of opportunities to augment screenings with speakers and discussion groups.

Planning your event

There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on fannewreleases@watershed.co.uk to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.

- [Email template for schools/university/youth networks](#)
- [Email template for event screenings](#)
- [Email template for contacting venues](#)

Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

[Generic press template for local press and listings](#)

AWARDS:

[\(see all\)](#)

Academy Awards

- Best Director: Nominated, Thomas Vinterberg
- Best International Feature Film: Winner, Another Round

BAFTAS

- Best Director: Nominated, Thomas Vinterberg
- Best Actor in a Leading Role: Nominated, Mads Mikkelsen
- Best Original Screenplay: Nominated
- Best Film Not in the English Language: Winner, Another Round

Golden Globes

- Best Motion Picture, Foreign Language: Nominated

Key Press Quotes

"An intoxicated tale of midlife angst and catharsis and better living through Aquavit." - Entertainment Weekly

"Another Round is a truly wonderful movie about trying to come to grips with life, anchored by terrific performances, infectious music, and a real understanding of the humming discontentment that all adults must learn to navigate in their own ways." - Vox

"It's not just Mikkelsen in the lead, but three supporting actors including Festen's Thomas Bo Larsen who give the film its can't-look-away dynamic." - Screen International

"A heady, vibrant, funny film, with a brilliant performance from Mads Mikkelsen" - The Independent

"A career-high turn from Mads Mikkelsen" - The Times

Articles of Interest

- [The Guardian: Another Round, starring Mads Mikkelsen, wins best international feature Oscar](#)
- [BBC News: How a film about a drinking experiment became a celebration of life](#)
- [IndieWire: How Thomas Vinterberg Overcame the Greatest Tragedy of His Life to Make 'Another Round'](#)
- [EW: Thomas Vinterberg on Another Round and convincing Mads Mikkelsen to dance](#)
- [Vogue: Drunk on Life: How Denmark's Another Round Became the Feel-Good Film of the Year](#)
- [Leonardo DiCaprio Eyed to Star in English-Language Remake of Oscar Winner 'Another Round'](#)

Sample social media posts

Twitter/Instagram:

"Heady, vibrant and funny!" - @IndyArts



Watch #MadsMikkelsen in the Oscar and Bafta-winning film #AnotherRound, out exclusively in cinema on 2 July from @StudioCanalUK

[VENUE]

[DATE]

[LINK]

“Intoxicating” - The Hollywood Reporter

Coming to UK cinemas on 2 July: @StudioCanalUK’s Oscar-winning #AnotherRound starring #MadsMikkelsen

[VENUE]

[DATE]

[LINK]

Facebook:

"A heady, vibrant, funny film, with a brilliant performance from Mads Mikkelsen" - The Independent

Watch Mads Mikkelsen in one of the best performances of his career in the Oscar-winning Another Round, out in cinemas from StudioCanal on 2 July.

[VENUE]

[DATE]

[LINK]