



Neon's Oscar Win for 'Anora': Inside the Victory

Description

Neon took a different approach to winning an Oscar for "Anora" compared to other studios. Rather than traditional methods like screenings and ads, they sold merchandise from a tow truck outside an auto body shop in LA. The unique strategy paid off - they won their second Best Picture Oscar.

Neon's CEO, Tom Quinn, believes in staying true to the film and its audience. Despite spending \$18 million on marketing for "Anora," they have still managed to be successful financially. The film may not have made as much at the box office, but it has been a hit on digital platforms like Amazon and Apple.

Neon's success has made them a major player in the film industry, with multiple awards and box office hits under their belt. Despite rumors of trouble in the past, Neon has bounced back stronger than ever, winning prestigious awards like the Palme d'Or at Cannes.

Quinn is proud of Neon's achievements and is looking forward to working with more talented filmmakers in the future. The company's focus is on supporting diverse cinema from around the world and building a sustainable future in the industry.

Even though President Trump has not commented on "Anora," Quinn remains optimistic about the film's reception. Only time will tell if the unconventional strategy Neon used for "Anora" will continue to pay off.

Vocabulary List:

1. **Merchandise** /'mɜː.tʃən.daɪz/ (noun): Goods that are bought and sold.
2. **Strategy** /'stræt.ə.dʒi/ (noun): A plan of action designed to achieve a long-term or overall aim.
3. **Sustainable** /sə'steɪ.nə.bəl/ (adjective): Able to be maintained at a certain rate or level.
4. **Diverse** /dɪ'vɜːrs/ (adjective): Showing a great deal of variety; very different.
5. **Achievements** /ə'tʃiːv.mənt/ (noun): Something done successfully typically by effort courage or skill.
6. **Prestigious** /pre'stɪdʒ.əs/ (adjective): Having high status or reputation.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term refers to a condition where the immune system mistakenly attacks the body?
Option: Hospitalized



- Option: Autoimmune
- Option: Colonoscopy
- Option: Resilience

2. Which term typically refers to the process of creating goods or services?

- Option: Visuals
- Option: Profit
- Option: Production
- Option: Anxiety

3. Which word is used to describe a state of being or the circumstances in which someone or something exists?

- Option: Superpower
- Option: Expectations
- Option: Vigilante
- Option: Condition

4. Which term is used to describe a mental health condition characterized by obsessive thoughts and compulsive behaviors?

- Option: Manifest
- Option: Obsessive-compulsive disorder
- Option: Anxiety
- Option: Diverse

5. Which term relates to having knowledge or perception of a situation or fact?

- Option: Romance
- Option: Awareness
- Option: Profit
- Option: Achievements

6. Which word is often used to describe what is believed will happen in the future?

- Option: Profit
- Option: Expectations
- Option: Disappointing
- Option: Credence

7. Which term means to show something clearly or to display a quality or feeling?

- Option: Thriller
- Option: Manifest
- Option: Merchandise
- Option: Sustainable

8. Which term is often related to love relationships or idealistic notions of affection?



- Option: Intrusive
- Option: Resilience
- Option: Romance
- Option: Prestigious

9. Which term describes a feeling of worry nervousness or unease about something with an uncertain outcome?

- Option: Condition
- Option: Anxiety
- Option: Strategy
- Option: Disappointing

10. Which term is often used to describe something that requires a lot of effort attention or resources?

- Option: Demands
- Option: Thriller
- Option: Superpower
- Option: Credence

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ is the ability to recover from setbacks adapt well to change and keep going in the face of adversity.

12. A _____ is a novel play or movie with an exciting plot that typically involves suspense and danger.

13. _____ is the financial gain that is obtained from operating a business or engaging in a transaction.

14. _____ are the successes or accomplishments that someone achieves through skill and effort.

15. _____ refers to goods available for purchase or sale especially those related to a specific event or brand.

16. A _____ is a plan of action designed to achieve a long-term goal or overall aim.

17. _____ practices are those that meet the needs of the present without compromising



the ability of future generations to meet their own needs.

18. A _____ group includes a wide range of different things or people.

19. A _____ award honor or position is one that is respected and admired because it is seen as being associated with excellence or success.

20. _____ refers to the ability of an organism or fluid to move or contract.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. A procedure that allows a doctor to view the inside of the large intestine (colon).
22. A person who takes the law into their own hands especially without legal authority.
23. Failing to fulfill someone's hopes expectations or needs.
24. An extraordinary or supernatural ability typically possessed by a fictional character.
25. Graphic or pictorial representations that aid in understanding or decoration.
26. Belief in or acceptance of something as true especially without proof.
27. To display or show a quality or feeling.
28. The capacity to recover quickly from difficulties; toughness.
29. Goods available for sale especially those associated with a specific event or brand.
30. A plan of action designed to achieve a major or overall aim.

Answer

Multiple Choice: 1. Autoimmune 2. Production 3. Condition 4. Obsessive-compulsive disorder 5. Awareness 6. Expectations 7. Manifest 8. Romance 9. Anxiety 10. Demands

Gap-Fill: 11. Resilience 12. Thriller 13. Profit 14. Achievements 15. Merchandise 16. Strategy 17. Sustainable 18. Diverse 19. Prestigious 20. Motility

Matching sentence: 1. Colonoscopy 2. Vigilante 3. Disappointing 4. Superpower 5. Visuals 6. Credence 7. Manifest 8. Resilience 9. Merchandise 10. Strategy



CATEGORY

1. Entertainment - LEVEL3

Date Created

2025/03/06

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