

Deadline reports that Paramount has taken the somewhat unprecedented action of starting an advertising campaign for Transformers: Dark of the Moon. Why? Well, the movie has received three nominations at the 2012 Academy Awards for Best Achievement in Sound Mixing, Sound Editing and Visual Effects. It is not usual for studios to finance TV spots for films nominated for the more prestigious gongs such as Best Picture, but the fact that this multi billion dollar franchise is an important part of their future plans may go some way in explaining this decision. Transformers was also nominated for the three awards listed above but missed out on them all, while the follow up, Revenge of the Fallen failed to nab the Oscar for its single nod in the Sound Mixing category. A Paramount spokesman told the site the following: "As you know the Academy is comprised of many branches representing the various disciplines

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