Analyzing Disney's "Oz - The Great and Powerful" Trailer

Opening Credits

<u>Methodology and Approach:</u>

Participants viewed various content segments, including Disney's 30s trailer for "Oz The Great and Powerful".

Participants wore EEG brain scanners, which recorded brain wave activity on a second-by-second basis against eight different brain waves.

Results were run through Brainsights' proprietary methodology, which evaluates brain waves responsible for attention and interest.

Results were then indexed for the trailer, showing a second-by-second Attention and Interest score for content viewed - giving Disney a sense of what ignites audience brain response.

<u>Sample:</u>

26 brains from the Greater Toronto Area
Aged between 23-35
8 Females, 18 Males
Scanning Session: Evening of Monday February 4th, 2013

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Feature

Fantastical Shots of Oz and Emerald City captivate audience

Audience Interest levels consistently over-indexed when content's main focus was the fantastical imagery of Oz and the Emerald City, especially between the copy "The Land You Know" and "The Story You Don't".

**The beautiful witches capture audience attention**

When Mila Kunis, Rachel Weisz or Michelle Williams were on screen, audience Attention levels spiked, suggesting a great appeal for these actresses featured.

James Franco doesn't have audience appeal

Of the 7 instances (seconds) where both Attention and Interest under-indexed, James Franco's face was featured prominently in 3 of them. This suggests that his star isn't necessarily an attraction for this film for this audience segment.

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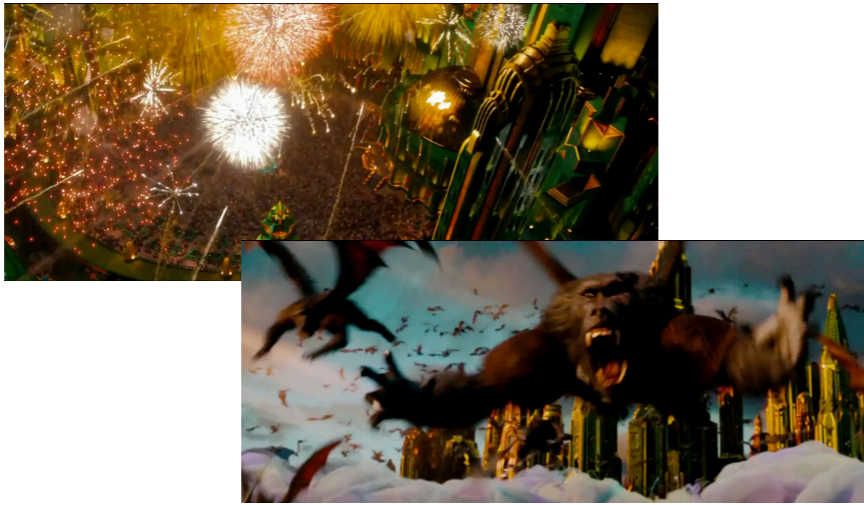
Feature

Action Shots - with Epic Music - Work

When the Epic music kicks in, action shots that follow - explosions, fireworks, floating witches in green light, flying creatures - activate user Attention and Interest. This sequence of high Attention and/or high Interest is interrupted only by a James Franco face shot. On the other hand, earlier action shots of the hot air balloon spinning out of control showed significantly lower levels of Interest and Attention, suggesting that music plays a strong role in building this response in the audience.

Resonating Copy

For both "The Land You Know" and "The Story You Don't", audience Attention and Interest levels spiked, suggesting a compelling copy that helped to boost audience engagement.

THE LAND YOU KNOW

THE STORY YOU DON'T

Audience Takes Note of Release Date, less concerned with film name

Interest and Attention levels over-indexed for both seconds while the pertinent information of release date was on screen, meaning that audiences have taken note of and digested the release date. However, audiences weren't that interested or concerned with the film's title, perhaps because of the familiarity with The Wizard of Oz

MARCH 8
Journey to Oz at Disney.com

3D realD 3D IMAX 3D

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY BE NOT SUITABLE FOR CHILDREN
DISNEY.COM/OZTHEGREAT
For sequences of action & scary images, and brief mild language.
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Why content producers should use this technology

1) Make better content

Evaluating second-by-second audience brain activity provides content creators with the means to analyze their content with incredible precision. They will be able to identify the best parts of their stories, identifying key story-lines and characters worth developing, improving the overall quality of shows/films and, thus, audience retention

2) Identify new audience segments

Different audiences respond to content in different ways. A given film or show could have several different key plot lines that appeal to different audience segments. Deeper, more precise analysis of audience response data could help to reveal previously unnoticed patterns of interest and engagement, helping content creators to build new audience segments and reveal new content opportunities

3) Create better promos and trailers

By using the insights derived from this deeper understanding of audience response, content producers can better understand of how to market their content to various audience segments. They will be given an unparalleled ability to craft their promotions and trailers to contain only the most compelling characters, scenes and plot-lines for their specific target audiences.

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Sources and Links

To view this analysis as the trailer rolls, visit:
http://www.youtube.com/watch?v=HO0OAbz1COk&feature=youtu.be

Trailer Key:

Attention

Interest

"+" Where Audience Activity Over-Indexed

"-" Where Audience Activity Under-Indexed

"=" Where Audience Activity was at Baseline

Sources
Page 1 Title Image: (www.collider.com)
Page 3 Top Image: (www.themovies.co.nz)
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Page 3 Bottom Image: (www.filmofilia.com)
Curtains Image: (www.wakpaper.com)

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