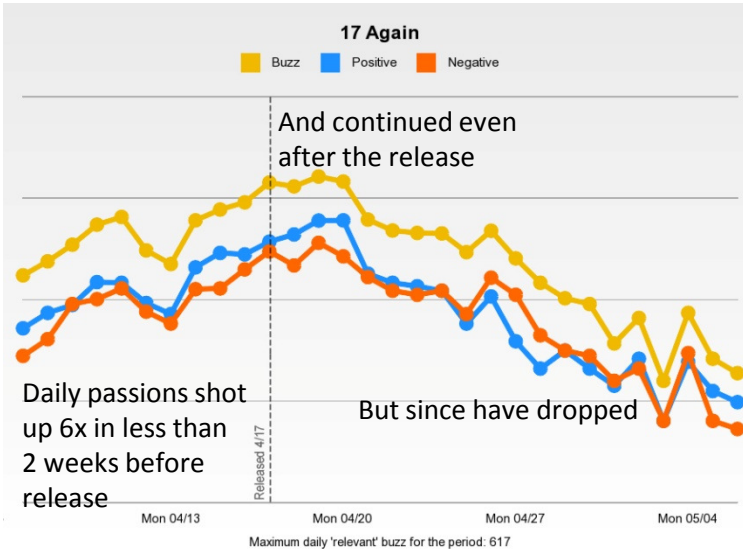
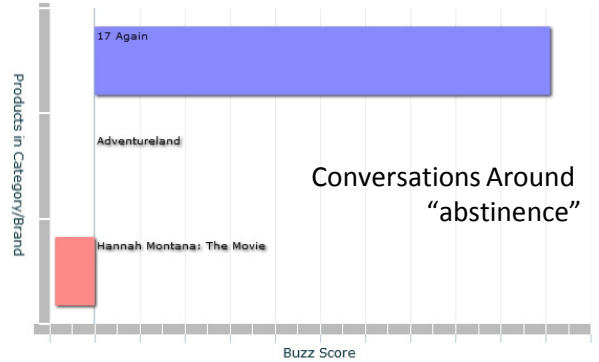


Passion Chart (Volume of Relevant Online Conversations)



- Maximum daily volume was 617 opinions
- An average of 36% of the volume was positive
- An average of 28% of the volume was negative
- Daily volume up 6x in less than 2 weeks before release
- Daily volume continued to raise after the release for 3 days and has steadily dropped since. Will it pick up for home entertainment release?

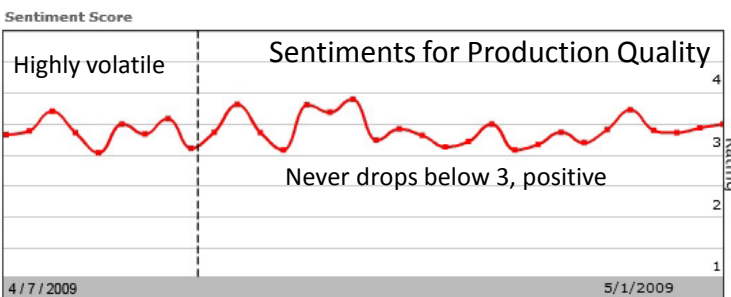
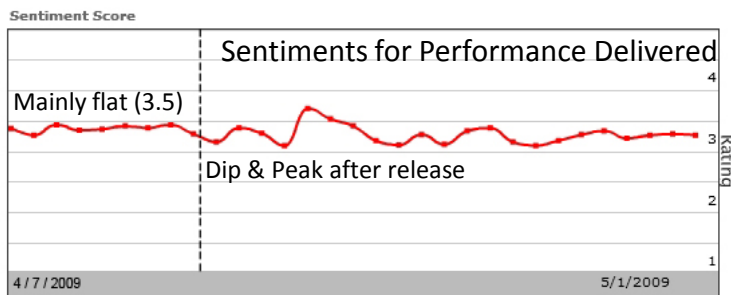
High controversy over “abstinence” message



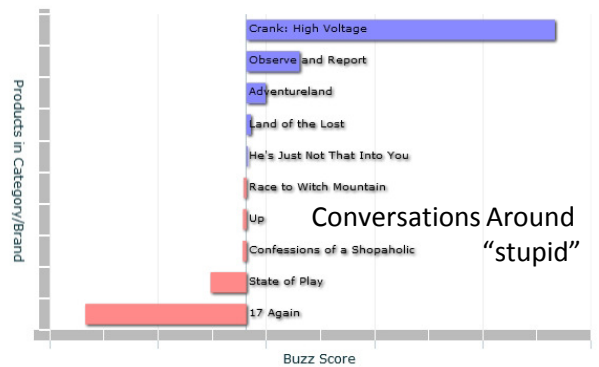
... A typical half-fantasy movie meant to convey ideas about love and the things we forget as we move on in life while at the same time providing a thin idea of abstinence and the complex world of teenage high school life

2009-05-06 by admin

Attribute Trends



Low conversations about it being “stupid”



... He s better than most of the Disney packaged actors and actresses to come down the pike who's talent seems to be confined to looking good and staying close to plan. I think Efron will have a long career if he wants to and doesn't do anything stupid...

2009-04-27 by dbborroughs

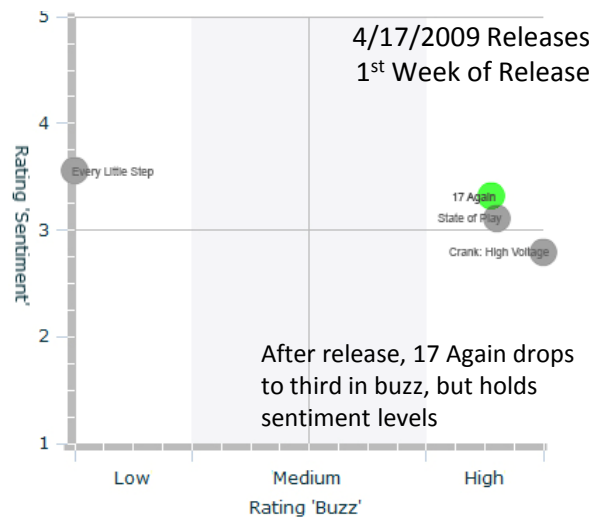
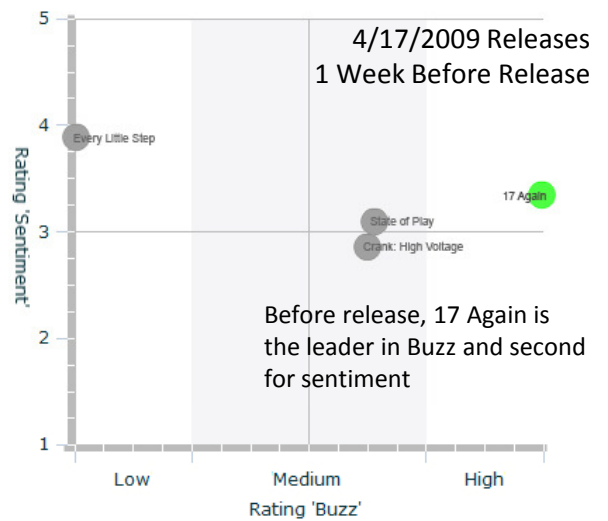
Passion & Likability:	
Attribute	
Story Resonance	
Production Quality	
Performance Delivered	

1 Week Pre Release		1 Week Post Release	
Passion	Likability	Passion	Likability
Med	Med	Med	Med
Med	Med	Med	Med
Med	Med	Med	Med

- Story Resonance: Both passion & likability remained consistent. Expectations were perfectly matched.
- Production Quality: Both passion & likability remained consistent. Expectations were perfectly matched.
- Performance Delivered: Both passion & likability remained consistent. Expectations were perfectly matched.

Comparative Positioning

Ratings are relative to movies released in the period of the target



Comparative Marketing Effectiveness (as of 5/7/2009)

Reach Effectiveness	80%
Message Effectiveness	60%
Passion	40%
Likability	60%
Excellent = 100%	

Aggregated Perspectives (week of release)

Aggregated Critics	55%
Unaided Social Media	35%
Aggregated Viewer Ratings	65%
Excellent = 100%	

Sources

- Rotten Tomatoes, MetaCritic, Yahoo, IMDB, etc.
- User Generated Content (Reviews, Blogs, Social Networks, Message Boards)
- WiseWindow proprietary information

For more info, please check out the following sites:

- <http://www.wiseflicks.com>
- <http://www.flicktrends.com>
- <http://www.essencewise.com>

Disclaimer

This case study is based on viewer perceptions only and reflects the perspectives of those influenced, expressing their opinions on over 21,000 blogs, message boards, and review sites.