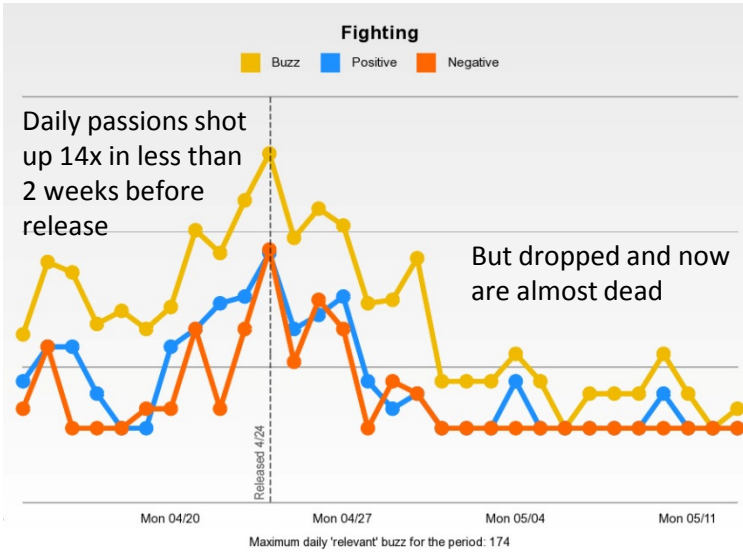
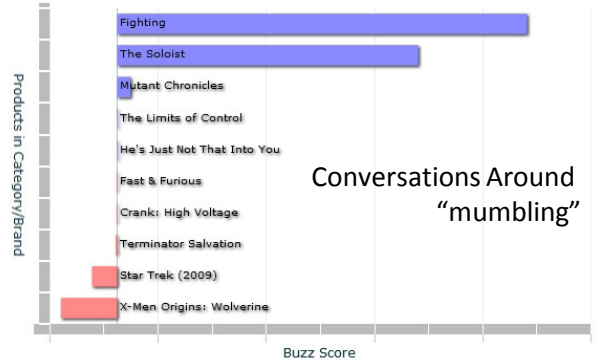


**Passion Chart (Volume of Relevant Online Conversations)**



- Maximum daily volume was 174 opinions
- An average of 28% of the volume was positive
- An average of 20% of the volume was negative
- Daily volume up 14x in less than 2 weeks before release
- Daily volume crashed after release. Will it pick up for home entertainment release?

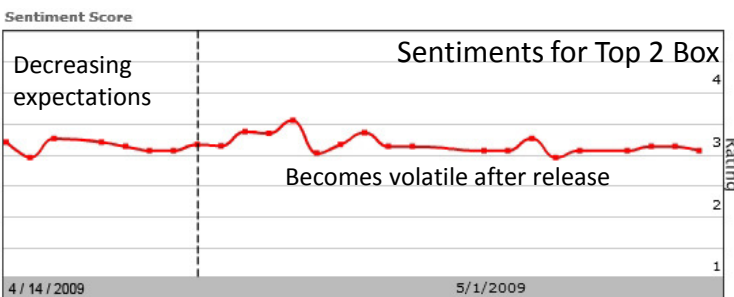
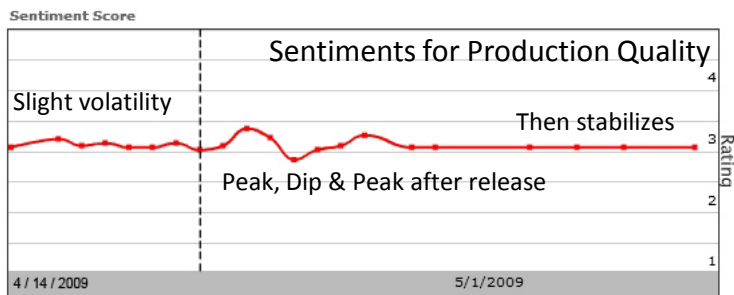
**Many complained over “mumbling”**



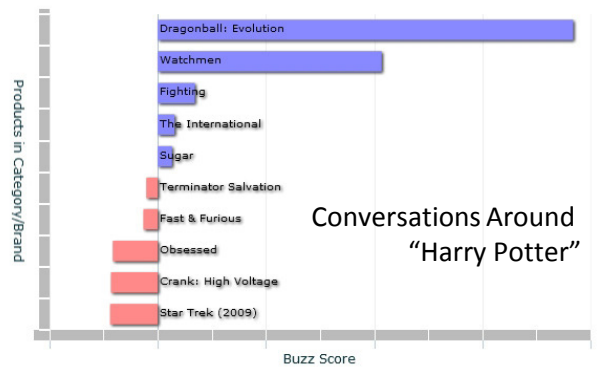
... Tatum channels Marlon Brando , mumbling his dialogue and behaving so casually that he doesn't appear to be acting . Clearly , Tatum is an up and coming cinematic contender , a handsome but hard-bitten hero in the Vin Diesel mode...

2009-04-27 by Van Roberts

**Attribute Trends**



**People noticed fake “Harry Potter” books**



... He starts off the movie selling bootleg Harry Potter books, but after one fight, Harvey Boarden (played by Terrence Howard) sees a goldmine in Shawn's scrapping skills. And then the bets come into play...

2009-05-11 by unknown

Passion & Likability:
Attribute
Story Resonance
Production Quality
Performance Delivered

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

- Story Resonance: Passion dropped, but likeability stayed the same. Expectations were met, but weren't as prominent for the film as previously thought.
- Production Quality: Both passion & likability dropped. Expectations were not met, but less than anticipated.
- Performance Delivered: Likeability dropped, but passion stayed the same. Expectations were not met and was noticed.

Comparative Marketing Effectiveness (as of 5/12/2009)

Reach Effectiveness	100%
Message Effectiveness	60%
Passion	20%
Likability	60%
Excellent = 100%	

Aggregated Perspectives (week of release)

Aggregated Critics	35%
Unaided Social Media	25%
Aggregated Viewer Ratings	55%
Excellent = 100%	

Sources

Rotten Tomatoes, MetaCritic, Yahoo, IMDB, etc.

User Generated Content (Reviews, Blogs, Social Networks, Message Boards)

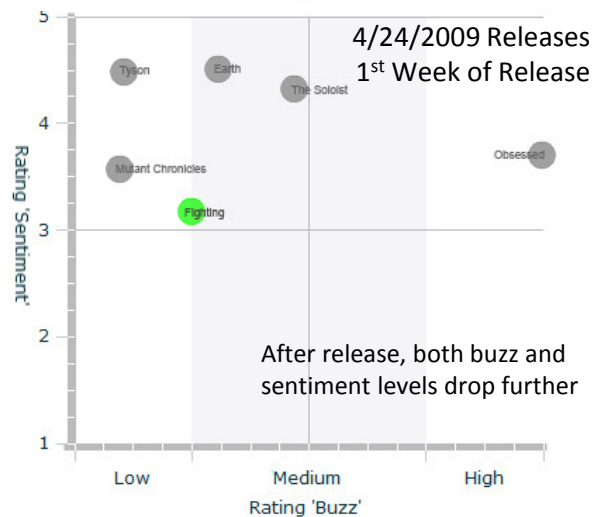
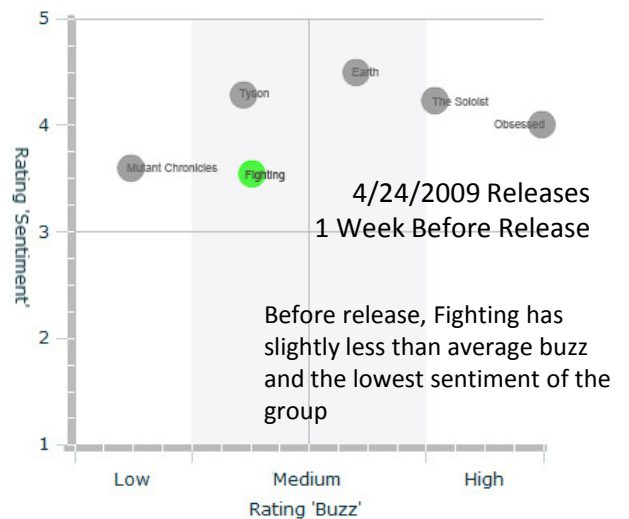
WiseWindow proprietary information

For more info, please check out the following sites:

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

Comparative Positioning

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



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.