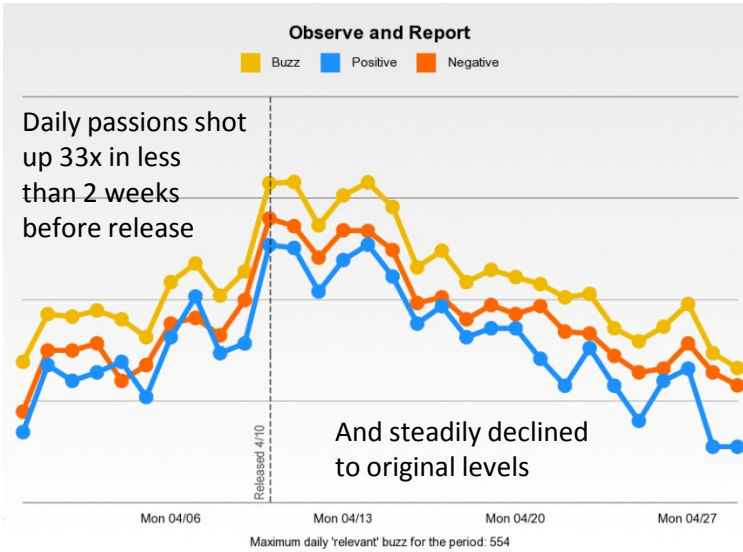
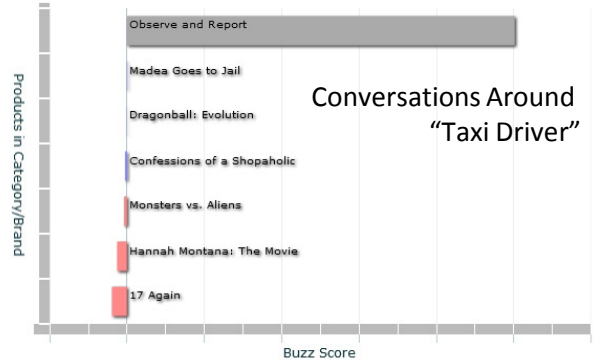


Passion Chart (Volume of Relevant Online Conversations)



- Maximum daily volume was 554 opinions
- An average of 30% of the volume was positive
- An average of 46% of the volume was negative
- Daily volume up 33x in less than 2 weeks before release
- Daily volume steadily declined after release and is continuing to drop rapidly – A question of sustainability of viewership through home entertainment

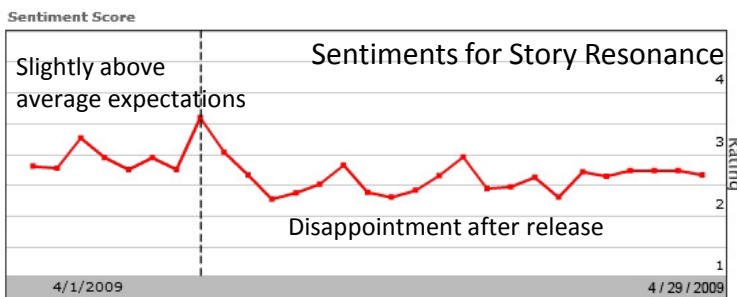
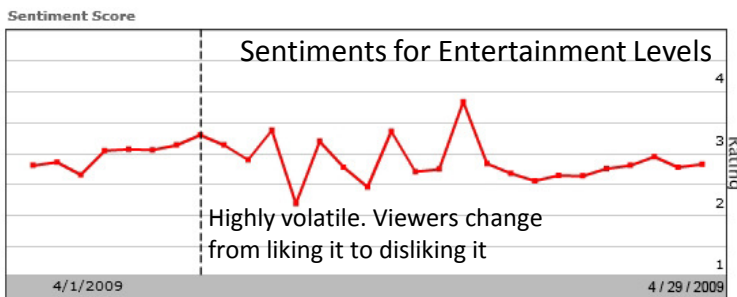
High Comparisons to “Taxi Driver”



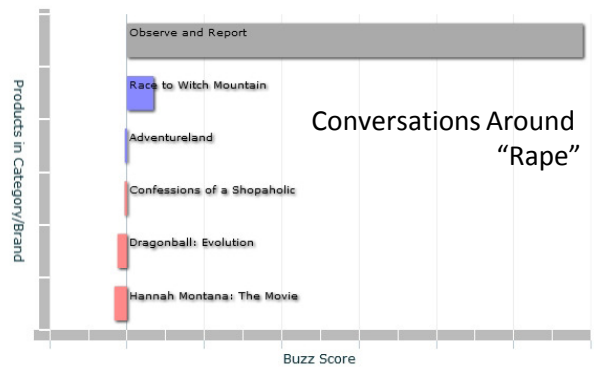
...Unfortunately, like most mashups, the result isn't anywhere near as good as its parts. The stronger half is the subversive black comedy, which plays like a comedic version of TAXI DRIVER (1976). It doesn't get the big laughs, but it's much more rewarding and ultimately what sets the film apart

2009-04-27 by Frank Showalter

Attribute Trends



High Controversy Around “Date Rape” Scene



... The most infamous sequence since its release however has been the sex scene between Barnhardt and Brandi, described by some as a date RAPE given the wild intoxication of the female character and the relative straightness of Barnhardt in the lead-up to their coupling

2009-04-26 by Sam_Unsted

Passion & Likability:	1 Week Pre Release		1 Week Post Release	
	Passion	Likability	Passion	Likability
Story Resonance	Med	Med	Med	Low
Production Quality	Med	Low	Med	Low
Performance Delivered	High	Med	Med	Low

- Story Resonance: Likability dropped from Med to Low – Expectations about the resonance of the story were not met.
- Production Quality: Both passion & likability remained consistent. Expectations were perfectly matched.
- Performance Delivered: Passion & likability dropped – Expectations were not met, but less prominent than other attributes of the movie.

Comparative Marketing Effectiveness (as of 4/30/2009)

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

Aggregated Perspectives (week of release)

Aggregated Critics	55%
Unaided Social Media	30%
Aggregated Viewer Ratings	70%
Excellent = 100%	

Sources

Rotten Tomatoes, MetaCritic, Yahoo, IMDB, etc.

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

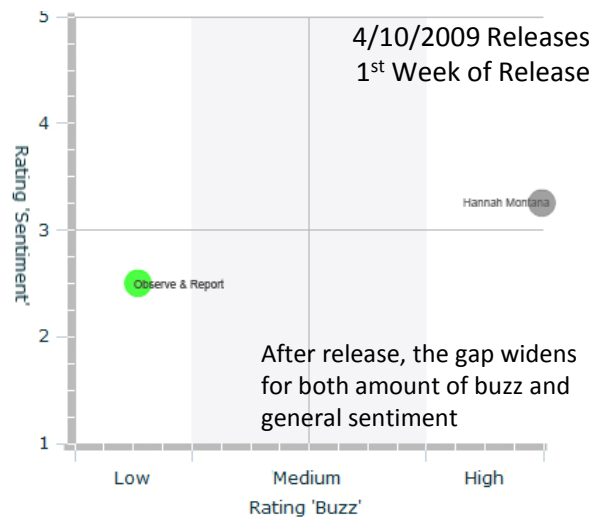
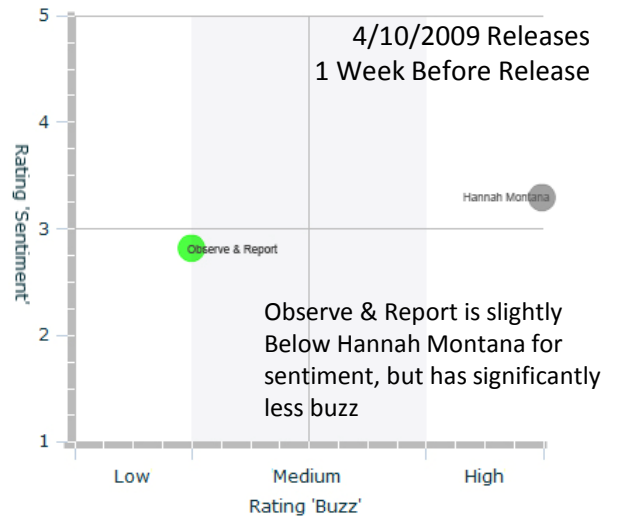
WiseWindow proprietary information

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.