# Project Background

# The purpose of this study was to compare five action movie trailers for movies coming out in October/November 2013. The stimuli were trailers for these movies. Using a Quant/Qual approach, the study identified appealing and unappealing elements of each trailer, as well as identified areas where the trailer could be improved. The study also identified the movie that respondents are most interested in seeing in theaters.

# Objectives

Specifically, this study aimed to address the following objectives:

# Quantitative Study: Screen 5 action movie trailers, identifying interest in seeing the movie, word of mouth potential, uniqueness of trailer, expected entertainment value, and plans to see the movie in theaters

# Qualitative Study: Test top 3 trailers based on the findings from the Quantitative study, and determine the most appealing elements and ways to optimize trailers in order to drive interest in seeing the movie in theaters.

# Summary of Key Findings

**Sequels or movies that are part of a larger franchise through another form of media, such as print, resonate more with the target audience:** Respondents who were familiar with the The Hunger Games book series or were fans of Marvel Comics, had been anticipating these premieres even before seeing the trailers. These franchises have large, existing fan bases, which contribute to the overall appeal and interest of the movie.

**The cast of the movie, especially Academy Award winning cast members, can drive interest for the film if they are highlighted appropriately in the trailer:** Though Ender’s Game came in third place in the qualitative test, much of the interest for the movie was due to Harrison Ford being one of the key characters. Additionally, other child/teen cast members who were either nominated for or awarded an Academy Award led respondents to expect high-quality acting in the film.

**In order to be appealing to a wide audience, trailers must have a clear plot and storyline, a high quality and recognizable cast, and create suspense:** All three trailers had at least one of these elements, but Thor: The Dark World had all three. Respondents understood the plot for the most part, were familiar with the cast, and were excited to see how the plot would resolve itself. Additionally, the trailer featured some of the lesser-known storylines that included hints of romance and comedy. This made the movie even more appealing to those who consider the superhero action to be less appealing.

# Key Findings from the Research

This section expands on key findings, and it includes verbatim responses by community participants.

1. **Objective: Quantitative Study: Screen 5 action movie trailers, identifying interest in seeing the movie, word of mouth potential, uniqueness of trailer, expected entertainment value, and plans to see the movie in theaters**

*A total of 208 respondents, ages 18-54, who have been to the movies in the past 6 months and are interested in action movies completed a quantitative survey lasting an average of 17 minutes.*

**Respondents responded positively to all 5 trailers, but the 3 that rose to the top on multiple attributes were Ender’s Game, The Hunger Games: Catching Fire, and Thor: The Dark World.** The Hunger Games: Catching Fire scored the highest on all attributes, among the five trailers shown. It was followed closely by Ender’s Game and Thor: The Dark World.

**Captain Phillips fell in the middle of the rankings, with 74% saying that they were at least somewhat likely to see it in theaters.** When asked to rank it among the other trailers, it had an average rank of 3.2, falling into fourth place. Interestingly 16% of respondents selected this movie as the one they would be most likely to see in theaters, which places it slightly higher than Ender’s Game. However, given its lower scores for the rest of the attributes, it was still ranked lower.

**The least liked trailer was The Counselor, with 59% of respondents saying that they were at least somewhat likely to see the movie in theaters when it premiered.** Although 83% found the movie to be appealing based on the trailer, just 66% said that they would talk about the trailer with friends and family, and 8% selected it as the movie they would most likely see in theaters.

*Based on these quantitative findings, the top three trailers were included in an Instant Research Community to understand not only what drove respondents’ interest, but also how to improve the trailers. The complete quantitative findings are part of a PowerPoint presentation.*

1. **Objective: Test top 3 trailers based on the Quantitative study and determine the most appealing elements and ways to optimize trailers in order to drive interest in seeing the movie in theaters.**

*Note that 37 respondents entered the qualitative study and answered at least one question, and 32 completed every question to be counted as fully complete.*

*The first trailer that respondents evaluated was Ender’s Game.*

**The overall reaction to the trailer focused on the outstanding cast in Ender’s Game, specifically Harrison Ford.** Harrison Ford is well known for his acting capabilities and many respondents look forward to seeing him in an action film. Their experience with his acting encourages them to believe that this film will be good, simply because he is involved. A few of the child/teen actors received mentions as well.

“Any movie with Harrison Ford, I’ll see.” (Female, 44)

“The fact that Harrison Ford is in it makes me think it will be a good hit he has been very successful and I enjoy a lot of the movies he does. So him being in it motivates me to see more.” (Female, 26)

“Asa was great in Hugo and expect \*at the very least\* competence here, same with Hailee from the Coen brother's True Grit.” (Male, 42)

**The unique plot, combined with the space/sci-fi genre was also immediately appealing to respondents after seeing the trailer.** Ender’s Game is about a child who takes on the role of saving the world in an outer space war. Respondents found this plot to be different and exciting, since they are used to seeing an adult in this role. The space/sci-fi genre suggests that the movie will be filled with action, suspense, and impressive special effects. Some respondents mentioned that the special effects in the trailer stood out to them and being able to see the movie in 3D in theaters would add to the overall experience.

“I like that it is different from other movies of the same genre. Kids are the heroes as opposed to adults and that it is set in a futuristic type mode.” (Female, 53)

“The special effects are amazing, this movie would be great on the big screen and in 3D. I really enjoy it when they bring a book to life on the big screen. (Male, 50)

**Although the movie is based on a book, few respondents had actually read it, though some had heard good things about it.** Many respondents did not seem familiar with the book. However, there were a few respondents that had some experience with the book, which added to their overall interest to see the film, whether they read it themselves or had gotten a good recommendation from someone they trust.

“I love this trailer, but Ender's Game was one of those books that just blew my mind when I read it, so I'm really excited to see the movie especially since it has such an awesome cast.” (Female, 31)

“Orson Scott Card is a well-known and excellent writer , so this movie has real promise.” (Female, 50)

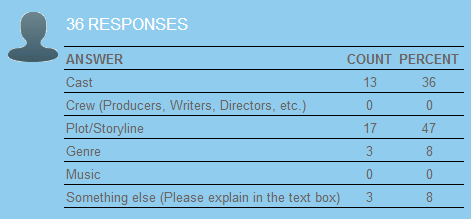
“I'm actually pretty excited for this movie. Harrison Ford is one of my favorite actors and my wife can't stop raving about how good the book was.” (Male, 40)

**When asked what they found most appealing about the trailer, respondents focused on the unique story, abundant special effects, and the outstanding cast.** Again, the plot focus of children fighting in the war was very captivating to respondents, as it is not something that they have seen before. The high-quality special effects added to their excitement to see the film in theaters.

“The storyline is intriguing, that's what got me more so than the effects even though the effects and action look great. Having Harrison Ford play the part ads so much and is a great choice.” (Female, 44)

“The space ships getting blasted in the air really caught my attention. I can just picture this in 3D on the big screen. The music also adds to the futuristic feel of the movie. The serious, somber tone of Harrison Ford's voice adds to the suspense also. It makes me think there will be a lot of action and suspense.” (Male, 50)

**Poll:** *Which element of this movie do you find the MOST appealing?*

**About half of all respondents said that the plot/storyline is the most appealing element of this movie, followed closely by the cast.**  Again, the unique and different plot resonated with these respondents. Some respondents suggested that children would especially enjoy seeing this movie, as they would be able to relate to the age of the hero. Harrison Ford drove the cast mentions, but other cast members were mentioned as well. One respondent did note that many of the cast members were either Oscar nominees or winners, and this suggested a great performance in this film.

“I like that the earth is pretty much in the hands of the young recruits. It makes for a great movie for all ages. especially a great movie for me and my boys to go see together. But at the same time there is so much action that it's equally as appealing for me as a 50 year old man as it would be to my 9 year old son.” (Selected “Plot/Storyline as most appealing, Male, 50)

“I would say Harrison Ford is the most convincing cast member for me to think it is a good movie or worth my time of seeing it in theatre rather than waiting for it to come out to rent.” (Selected “Cast” as most appealing, Female, 26)

**Most respondents would not change anything about this trailer. The combination of a great cast, action packed clips with special effects, and suspenseful music made the movie intriguing to most.** The trailer gave enough detail and action to give respondents a good understanding of the plot. Overall, the trailer that they saw contributed to their interest to see the movie in theaters.

“I can't think of anything off putting. The trailer seems perfect to me: good suspenseful background music, a good cast, and good action!” (Female, 27)

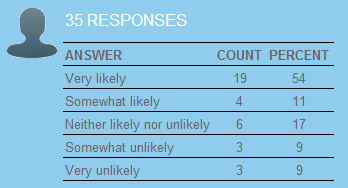
“I wouldn't tell them too improve anything i love the plot of the story and how the movie deals with space wars and their own type of hazard atmospheres and how they make sure that have added a futuristic touch too this particular movie.” (Female, 26)

**However, a few respondents did have some questions after seeing the trailer, such as whom the war was against and why there was a war to begin with.** In addition, some respondents were not quite sure why children were selected to fight this war instead of adults. Despite this confusion, respondents did acknowledge that the trailer is not supposed to give the whole plot away, and they understand there are supposed to be some unanswered questions to entice viewers to the theater.

“Maybe it is just me, or because I never read the book, but there is one thing I don't quite understand about the preview, why they had to train kids to fight and not adults? I see that they trained them young, but why? I know that the trailer is also not suppose to give too much of the movie away, but I guess I am honestly confused about the plot a little bit and perhaps that is one thing I would improve” (Female, 27)

“Who is the war against? That there was no coverage of who the war was against. Is there other human people in space with advanced technology? A hostile alien race? Entities that communicate by thoughts?” (Male, 27)

**Poll:** *Based on everything we have discussed, how likely are you to go to the theater to see this movie when it premieres?*

****More than half of all respondents said they would be very likely to see this movie when it premieres.** In their reasons why, they cited the reasons mentioned above: the cast, plot, and special effects. Additionally, many respondents stated they would bring their children to see this movie because their child would enjoy the action and adventure, as much as the adult would. Respondents also cited the theater as being the best place to see a sci-fi movie such as this one, because they would be able to experience the film fully.

“The movie is very unique and invites a great wealth of excitment. Recently, I had been seeking to find a movie of interest to treat my nephew and nieces ages 11 - 13. This is a perfect movie for them. They will be so excited and thrilled with the adveture it presents, the characters, plot, and of for sure the special affects.” (Female, 50)

“I would definitely make it a guy's night out for me and my two sons. We live in a house full of girls so you can imagine all the movies were are subjected to regularly. So this would give us a chance to do something that only involves the guys. I am as excited about seeing this movie after this trailer as much as I'm sure my sons will be too.” (Male, 50)

**Respondents that were undecided about seeing the film in theaters were unsure whether they would want to pay for a movie ticket, when they could wait to rent the movie in a few months**. They said they would wait to see what else was out at the time before making a decision; the trailer simply was not captivating enough for them to be willing to pay to see the movie in theaters. For those that said they are unlikely to see the movie in theaters, the sci-fi genre and space setting was not appealing to them. In order to appeal to these respondents, the trailer should focus on highlighting some of the other elements of the film that would be appealing to them, such as the overall action scenes or the other storylines.

“I will watch depending what else it out during this time. This may be one I pass on and wait for it to come out to rent.” (Female, 26)

“I do not like sci-fi, so I would probably fall asleep during this movie. It's nothing personal. Just not my kind of movie. If someone paid for my ticket I would go.” (Female, 22)

**Implications for Ender’s Game:** Respondents were generally very enthusiastic about this movie and the trailer. The cast, including Harrison Ford, as well as well-known child and teen actors, bolsters the expectation that this film will be very enjoyable. In order to make the film appeal to an audience that likes action movies, but does not enjoy the sci-fi action, the trailer should be improved to focus more on some of the smaller storylines. Additionally, since the cast was a big draw for these respondents, the trailer should highlight these well-known and well-respected actors even more to encourage consumers who might be less interested in the plot to come to the theater to see this movie, just because a well-respected actor is involved.

*The second trailer that respondents were asked to evaluate was The Hunger Games: Catching Fire.*

**Respondents enjoyed the first movie of The Hunger Games series, and they look forward to the continuation of the story in the sequel.** Respondents enjoy the entire Hunger Games franchise and they are eager to see the second movie in the series. Respondents appreciated that the cast will remain relatively the same for the second movie. They enjoyed the performance of Jennifer Lawrence in the first movie, so they look forward to seeing her again.

“Overall reaction to this trailer is am really excited to watch this movie! I saw the first one and loved it, thought it had a great storyline/plot, very action-packed, and had a bit of romance in there to. Think they did a great job with overall cast too. Now I can't wait to see what happens next, and love that the same main characters are in it.” (Female, 27)

“I thoroughly enjoyed the original Hunger Games and look forward to the sequel. I like how they kept the original cast, and that the storyline is a continuation of the first one. Also that the next hunger Games are the 75th anniversary and the "contestants" are made up of previous winners.” (Male, 35)

**Some respondents were disappointed with the first movie, and therefore they have low expectations for the sequel.** The plot of the movie itself, which is about kids killing other kids as part of a competition, turns others off. Additionally, some respondents felt this was really a movie for kids and teens and as adults, they felt they would not enjoy it.

“I watched the trailer and I'm not interested in seeing the second Hunger Games because the first movie was thought to be such a wonderful movie and I was disappointed when I saw it. I think it appeals to a younger generation.” (Female, 40)

“I never watched the first movie because this type movie does not appeal to me. Too much killing.” (Female, 53)

**The reputation of the book series contributed to respondents’ positive expectation for the movie.** Those respondents who had read the books were excited to see how the story would play out on screen. Interestingly, those who had not read the books expressed interest in reading the books, now that they had seen the trailer. This suggests that the movie’s reputation has the potential to positively impact the book’s reputation, since consumers will want to know how the story plays out.

“I cannot wait for this movie. I read all of the books, and have been waiting for this movie ever since. Saw the first one. I almost want to read the books again. I hope they didn't butcher any of it though like they did in movie one.” (Female, 22)

“The books were great. the movie looks just as good. i like how they show the uprising.” (Male, 44)

“I havent read the books but I would like to after seeing this.It looks like a suspenseful and exciting movie. I like woody harrelson s characters hes a great actor and can take a challenge like this. Its a unique movie with an interesting plot.” (Female, 50)

**Respondents felt that the continuation of the dramatic storyline from the first film was one of the most appealing elements of the movie.** Respondents found the trailer to be action-packed and it created a lot of suspense about how the characters would fare in the second competition. Other appealing elements included the well-respected cast, specifically Jennifer Lawrence, as well as the elaborate costumes of the characters.

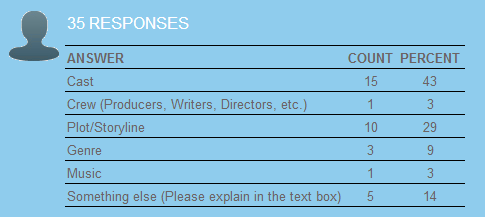
“The most appealing for me is the drama regarding the characters in the storyline. The suspense is appealing as well, as to learn what is to take place following the Hunger Games winnings. I find the plot to be unique and indifferent, which stims a great sense of appeal” (Female, 50)

“I love that it is the sequel to the first one, that it has the same main characters in it, that its really action-packed, kind of movie that would keep you on your toes, and has a bit of romance in it. Think it would be a great movie and can't wait to see it! (Female, 27)

“Jennifer Lawrence is good in this movie, I like the drama and all the emotionally involving moments in the preview. The scenes of the competition are appealing.” (Female, 36)

“I liked the scenes, especially the stage scenes with the costumes. The host of the show was hilarious, a real caricature. The battles seem massive and epic with a cult following.” (Female, 44)

**Poll:** *Which element of this movie do you find the MOST appealing?*

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**More than four in ten respondents chose the cast as the most appealing element of this movie, with the plot/storyline in second place.**  When asked to select just one element that they found most appealing, many respondents stated that they felt that the combination of the plot and the cast contributed to making this an appealing trailer. This movie has some big names, including Jennifer Lawrence, Philip Seymour Hoffman, Woody Harrelson, and Donald Sutherland. Some respondents were eager to see these actors in a movie like this, as they felt it was a different genre from what they are used to seeing them in. Respondents also appreciated the continuity of the cast from the first movie to the second.

“Philip Seymour Hoffman, as I mentioned already and Jennifer Lawrence. Those were both brilliant cast coups. Harrelson and Sutherland are both pretty good with interesting bodies of work.” (Selected “Cast” as most appealing, Male, 42)

“I find all the elements in this movie appealing, but if I had to choose it definitely be the plot. I really can't wait to see what happens next after the sequel, its exciting and thrilling seeing them fight to survive, what they have to go through and for each other.” (Selected “Plot/Storyline” as most appealing, Female, 27)

“Having the same cast in a sequel is important to me.” (Selected “Cast” as most appealing, Male, 35)

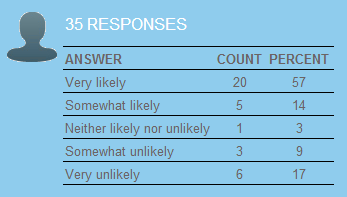
**Similar to the first trailer, respondents did not find much that they would change about The Hunger Games: Catching Fire trailer.** Respondents felt that the plot was able to sell itself and the trailer just enhanced their excitement to see this movie when it premieres. However, some respondents who were less familiar with the book and/or the first movie felt that the trailer was a bit confusing and did not give them a good sense of the movie’s plot. In order to appeal to an audience that is less familiar with the book and/or movie series, it is recommended to either lengthen the trailer by including some background of the first movie’s plot, or streamline the current trailer, by cutting some of the less crucial scenes and adding in scenes at the beginning that set the story.

“I would not tell the production company too change anything. I loved how they have made this movie also very action packed and made it very futuristic and has gave me a better opinion about the movie. Ive always loved the concept of the 1st movie so my expectations are really high for this movie. (Male, 26)

“If you hadn't seen the first one I think it would be difficult to understand what was going on and why there was a war brewing.” (Male, 40)

“Tell more about the story and what the main concept is. What are the competing for?” (Male, 27)

**Poll:** *Based on everything we have discussed, how likely are you to go to the theater to see this movie when it premieres?*

****About 60% of respondents said they would be very likely to see this movie in theaters when it premieres.**

Those who are likely to see the movie in theaters seem to be part of a strong fan base that has been eagerly anticipating this movie’s release. They cite the elements mentioned earlier including the continuation of the plot from the first movie, the outstanding cast, and the action-packed battle scenes.

“If it was premiering tomorrow, I would go see it in theaters tomorrow. I really loved the first movie and liked that they made a sequel to go with it, and this time it seems even more action-packed and thrilling. Love that they kept alot of the main characters too.” (Very likely, Female, 27)

**It is important to note that though the majority of respondents said they are at least somewhat likely to go to the theater to see this movie, just under 20% said that they are very unlikely to see it in theaters.** This trailer is the most polarizing among respondents. Those respondents who are either familiar with the books or the first movie are more likely to say they will see it than those who are not familiar with the Hunger Games series. In order to continue building the fan base for this series, it is recommended that the trailer be improved including more background of the story so that those less familiar with the plot are less intimidated by not understanding the full story.

“…this doesn't look like a movie you can easily join in the plot along the way, it seems like you would have to have seen the first movie prior to this.” (Very unlikely, Male, 50)

“If I was with someone who really wanted to see it I would go but since I haven't read the books or seen the first movie I probably will skip it.” (Somewhat unlikely, Female, 28)

**Implications for The Hunger Games: Catching Fire:** Respondents split their enthusiasm for this movie. Those that are familiar with the series were already excited to see this movie, even before seeing the trailer. However, those who had not seen the first movie or had not read the books were less enthusiastic about the movie. They felt they would be lost without knowing what happened in the first book and movie and did not feel like the trailer gave them enough background to fill in the holes. In order to improve this trailer to invite consumers into the franchise, the trailer should be improved by adding scenes and/or dialogue that explain the plot of the first movie.

*The third trailer that respondents were asked to evaluate was Thor: The Dark World*

**Interest in the first movie of this series and the Marvel Comics movies drove overall interest for Thor: The Dark World.** Many respondents have been eagerly anticipating this movie’s premiere as they enjoyed the first movie. Additionally, many respondents stated that they enjoy superhero movies in general, and they look forward to another one in the series.

“Seemed better than the first part, I didn't like the ending in the first one, but this one from the trailer seems much better, lets hope. My kids loved the first one so im sure they'll like this one as well. Seems like it has a much better plot than first.” (Female, 38)

“I've watched this trailer so many times; it's one of the movies I'm really looking forward to coming up.” (Female, 40)

**The action scenes combined with a few lines of comedy in the trailer led respondents to expect an action-packed movie with some lighthearted moments.** Respondents took note of the few lines of dialogue that were funny, even though the trailer consisted mostly of action scenes. They loved the action scenes and felt that the cast acted the scenes in a very realistic way.

“This trailer is by far the best and most anticipated movie for me. It's like the scenes come to life because these roles were acted out so well.” (Male, 50)

“I think the man telling the story did a good job. I like how the trailer put action, adventure, and romance together. It makes me curious to see what will happen with all the storylines. I think the part when the ghost fell apart was funny and he asked anybody else.” (Male, 41)

**Those that were less interested in this trailer were not fans of superhero movies overall.** It is interesting to note that a few respondents, who stated that they were not usually interested in this type of movie, said that they wanted to see Thor: The Dark World after seeing the trailer. This interest was driven by the cast.

“I am not a big fan of superhero Marvel movies and this trailer did not grab my interest very much. I thought the characters looked somewhat interesting but it looked like a dark movie and not my cup of tea.” (Female, 52)

“It's not so much my kind of movie, but I would see it for the characters, costumes and scenery. The actors look really good.” (Female, 44)

**Respondents found the variety of storylines, including action, drama, fantasy, romance and to a lesser extent comedy, to be the most appealing element of this trailer.** Respondents enjoyed the storyline and were eager to understand how two brothers, who are enemies, will team up to fight a common enemy. However, this trailer seems to appeal to a wider audience because of combination of plots within the movie. Those that are really interested in the action have the battle scenes, but respondents that are more interested in the romance of the movie can see it for that. These separate plotlines never seem to take away from the other, allowing a variety of viewers to enjoy the movie.

“I like that it's a mix of fantasy and action, with some humor in it, the cast is great. I liked the graphics and special effects. My son really liked the first movie, so we are definitely going to see this one, most likely in the theater.” (Female, 36)

“The most appealing elements are the special effects, the characters and costumes, and the cast that is overwhelming fit their role. Also, the mixture of the scenes regards to the percentage of action, romance, suspense etc. Great mix.” (Female, 50)

**Poll:** *Which element of this movie do you find the MOST appealing?*

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**More than half of respondents selected the action-packed plot/storyline as the most appealing element of this movie, with the cast in second place.**  The good versus evil plot was intriguing to many respondents, especially considering that Thor’s brother, Loki, was more on the evil side in the first movie. Respondents are eager to see how the story will end up and how the brothers will fare while working as a team. Additionally, many cited their interest in the Marvel movies in general since they always seem to be very good movies.

“The operatic struggle of good vs. evil with the possibility of an relative's or ally's betrayal .good story, good suspense, and good characters, with dramatic music that doesn't always give away the next action” (Selected Plot/Storyline, Male, 39)

“Any one who grew up reading marvel comics or have become interested in them in recent years would be interested in this movie strictly because it is based on a marvel character. Then the whole storyline really draws in a wide audience, young, old, men, women. There's a little bit of something in this movie for everyone.” (Selected Plot/Storyline, Male, 50)

**Respondents found the cast to be appealing as well, including Chris Hemsworth, Tom Hiddleston, and Natalie Portman.** Similar to the other trailers, because the respondents have seen these actors in other roles and enjoyed them, they expect the acting in Thor to be just as good. Additionally, respondents noted that the cast worked well together in the first movie of this series so they look forward to seeing them together again.

“Good cast members are appealing because I have seen other movies that they were in and enjoyed them.” (Female, 40)

“For this storyline the greatest element is the cast. Chris Hemsworth, is perfect for his role. The supporting actors/cast are all winners in this film. They are excellant in identifying and role playing their characters. The storyline is very creative and the music and special affects compliments the characters for the plot. This cast is winners.” (Female, 50)

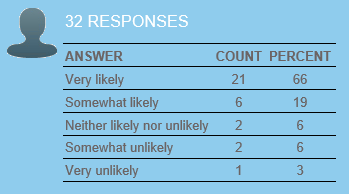
**Overall, respondents would not change much about this trailer, as they found it appealing as is.** Most felt that the trailer gave enough details of the plot, but some respondents felt confused about whom the actual enemy was and why two brothers were teaming up when they fought each other in the previous movie.

“I believe this trailer is great because it is not providing too much upfront. It generates much curiosity, which is edgy. Mainly, due to the fact, it follows a previous movie. I don't see any improvement in need.” (Female, 50)

“I wouldn't change anything. It gives enough of the scenery and actors along with the action to get my attention and make it a movie I would see even though it's not something I would normally see. It gives me the idea that it is a lot of action, but also has a storyline to go with it.” (Female, 44)

“I would have them focus on why Thor would need his brothers help so bad because that really wasn't clear. Other than that I would have no changes.” (Female, 37)

**Poll:** *Based on everything we have discussed, how likely are you to go to the theater to see this movie when it premieres?*

****Almost seven in ten respondents said they would be very likely to see Thor: The Dark World in theaters when it premieres.** Respondents are clearly very excited for this movie. This movie scored much higher than the other two on this particular question. Those who are likely to see the movie in theaters are excited for suspenseful plot and look forward to seeing how the story unfolds. Also, the fact that this movie is about a Marvel Comics character really drives interest in the film, as the past movies about these characters have good reputations.

“I would definitely go see this movie. Think it would be just as good or better then the first. Happy they kept some of the main characters and love all the action going on and the fantasy aspect of the movie.” (Very likely, Female, 27)

“I always played thor or ironman when I was a kid and read marvel comics. these movies are like a dream come true for the 10 year old part still inside of me. and they are just good epic/saga storytelling. the trailer does an excellent job of communicating the point.” (Very likely, Male, 39)

“I want to see this movie mainly for the costumes and actors. The only place to see it is on the big screen with big sound.” (Very likely, Female, 44)

**Implications for Thor: The Dark World:** Respondents were very enthusiastic for the premiere of this movie. Though it is the second movie in the Thor series, it is also part of a larger set of Marvel Comics movies, all of which have a very good reputation. The variety of storylines presented in the trailer allows the movie to have broad appeal, whether consumers are interested in the battle or romance storylines. Furthermore, the cast of Chris Hemsworth, Tom Hiddleston, and Natalie Portman leads respondents to expect high-quality acting. A few respondents expressed interest in seeing additional plot details in the trailer so that they had a clearer understanding of the plotline, but overall, respondents enjoyed the trailer and look forward to the movie premiere.

*After seeing all three trailers, respondents compared them with two quick polls.*

**Poll:** *Now that you have seen all three trailers, I’d like to understand which movie you are the MOST LIKELY to see in theaters when it premieres.*

****Thor: The Dark World was the leader among these three movies, followed closely by The Hunger Games: Catching Fire.** Respondents are looking forward to the continuation of the story in both of these movies since they are both sequels. They are also each a part of a larger franchise in print, which appeals to their existing fan base. Many respondents commented that they had been waiting to see these movies come out, so regardless of the trailer, they had already made a decision to see it in theaters.

“Definitely Thor. Superhero movies are a favorite of mine and my Grandsons. This will make for a great family movie day.” (Selected Thor: The Dark World, Female, 50)

“I will for sure see Thor it is up my alley since I love the comic/superhero movies. But I do want to see the hunger games also. So I am disappointed i can't pick 2 of them. I ave been waiting for both those movies to come out and am looking forward to seeing them soon.” (Selected Thor: The Dark World, Female, 26)

“I am a fan of this series and couldn't wait for this movie to come out. Going to see this long before anything else.” (Selected The Hunger Games: Catching Fire, Female, 22)

**Poll:** *Which movie are you the LEAST LIKELY to see in theaters when it premieres?*

****About half of respondents said they would be least likely to see Ender’s Game in theaters.** Previous familiarity with Thor and The Hunger Games really drove interest for those two films, while Ender’s Game was a fresh movie in its own series. Though the movie is based on a book, respondents were much less familiar with it than The Hunger Games. Overall, respondents felt that Ender’s Game paled in comparison to the other two movies in terms of action and appeal. Respondents that selected that they were least likely to see the other two movies were not familiar with the overall franchise, and thus felt that they would not enjoy them.

“I haven’t heard of this movie before, and while it looks good, I know both the Hunger Games and Thor and enjoyed the first movies.” (Selected Ender’s Game, Female, 27)

“I feel like this movie will be good but the others are more my type of movie and I am already intrigued because I have seen the first movies where this one is a new one to me.” (Selected Ender’s Game, Female, 26)

“The cast and storyline did not stand out more than the other two movie trailers I just previewed.” (Selected Ender’s Game, Male, 35)

**Implications for Objective #2:** Overall, Thor: The Dark World is the movie that these respondents are the most likely to see in theaters. Experience with previous Marvel Comics movies, as well as the superhero genre drove their interest. Similarly, The Hunger Games: Catching Fire has been a highly anticipated movie for those respondents who had either read the book series, or enjoyed the first film. Though these two movies have strong fan bases, respondents that were less familiar with the overall franchises felt confused by the trailers, without having the familiarity of the previous movies and books. Ender’s Game was less appealing to these respondents once they saw the two other trailers because they felt the cast and the storyline were less compelling.

# Appendix A – Respondent Profile

A total of 32 respondents met all screening criteria and fully completed this study.

Profile

|  |  |  |
| --- | --- | --- |
|  | Target Audience | Actual Audience (n=32) |
| Gender | Mix | Female: 19  Male: 13 |
| Age | Mix | 18-24 years: 2  25-34 years: 8  35-44 years: 14  45-54 years: 8 |
| Income | Mix | Less than $20,000: 4  $20,000-$29,999: 2  $30,000-$39,999: 6  $40,000-$49,000: 2  $50,000-$59,999: 8  $60,000-$69,999: 1  $70,000-$79,999: 2  $80,000-$89,999: 2  $90,000-$99,999: 1  $100,000-$109,999: 2  $140,000+: 2 |

All respondents also met the following criteria:

* Seen a movie in the movie theater in the past 6 months
* Enjoy watching action movies