gruvi

ANALYTICS

Why Filmmakers And Decision Makers
Need To Understand
DATA-DRIVEN DECISION MAKING

PRODUCTION

CINEMA

ONLINE
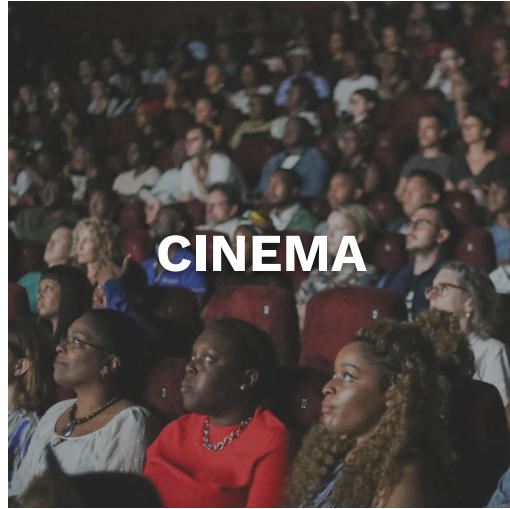
TOP MARKETING TACTICS

The Importance of Targeting and Finding Your
Exact Audience Has Never Been Greater

Legend:
- Small/Medium: < $10M
- Large: >$10M

Tactic	Small/Medium	Large	Callout
AUDIENCE TARGETING	39%	35%	+13%
AUDIENCE REACH	16%	29%	-46%
DATA QUALITY	15%	18%	
PERSONALIZATION	13%	2%	6X
PATH-TO-PURCHASE MESSAGE SEQUENCING	11%	4%	3X
AD CREATIVE	4%	8%	-54%
PUBLISHER PLACEMENT	2%	2%	
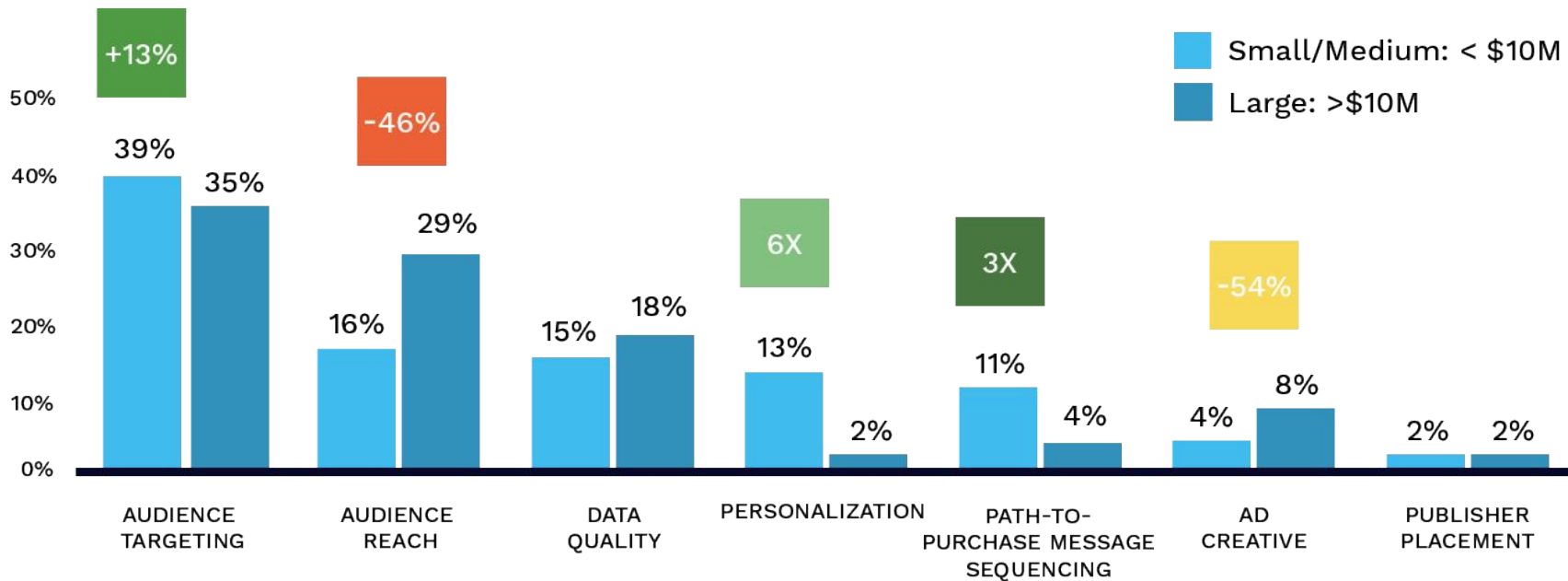
01. Finding an engaging story to ensure that the film is commercially successful.

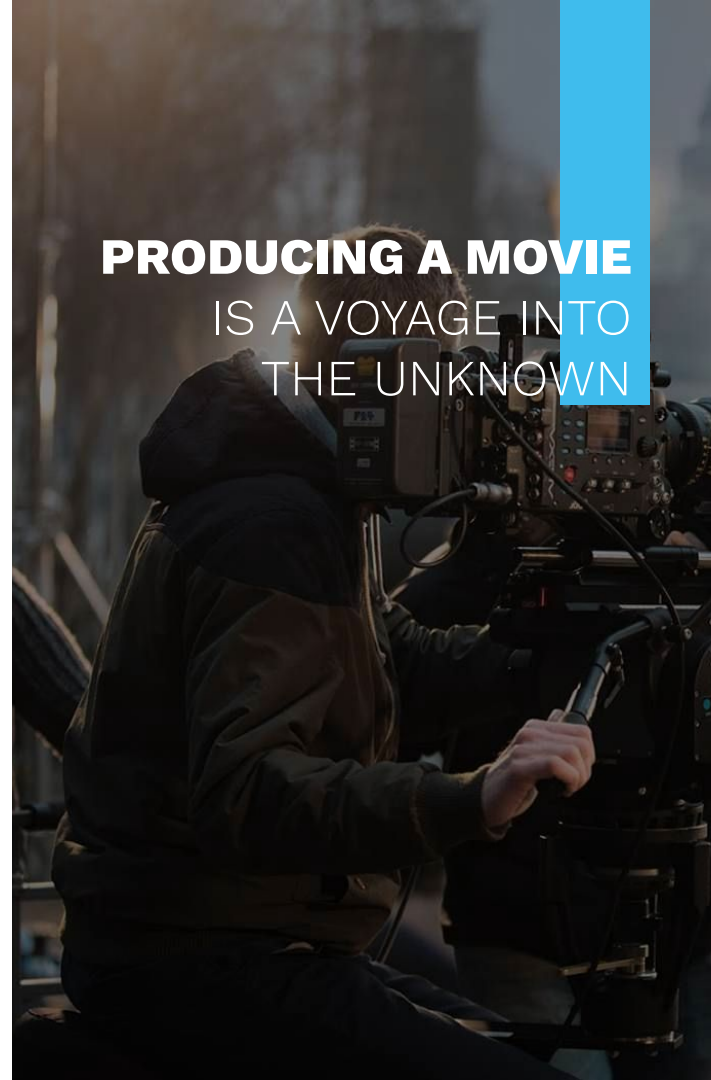**02.** Matching it with the right editing style and visuals.

03. Choosing the right soundtrack.

04. Hiring the perfect cast that resonates with our viewers.
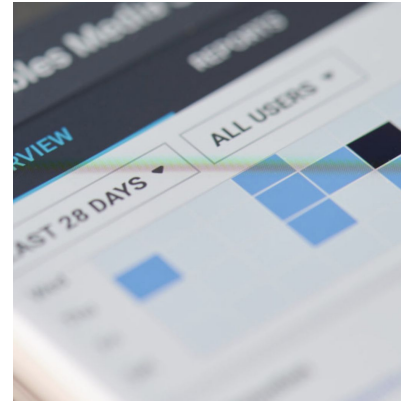
PRODUCING A MOVIE
IS A VOYAGE INTO
THE UNKNOWN

...AND YOU ARE EXPECTED TO
MANAGE RISK THROUGHOUT THE PRODUCTION PROCESS

How do I pitch my **investors**?

If miss meeting my Audience's expectations, they will not be interested in my production and **I will lose money and reputation**

How can I guarantee that the movie will **return a profit**?

How will I Approach and convince **distributors**?

ESSENTIAL QUESTIONS

There's three essential questions for **developing your investment conversations at the start** of the movie production process.

01. What's the potential size of my audience?

02. How do I ensure my story resonates and engages with them?

03. How can I effectively reach and communicate with them?

Social media listening allows you to hear what your audiences are saying in the **broader online space and on niche cinema communities.**

Take advantage of the world's conversations to deeply **connect with your audience and understand your story's potential.**

Develop a clear budget for marketing and distribution to **orientate commercial success and help you pitch potential investors.**

De-risk the production process by avoiding spending on script writing before validating your idea with real-world data.
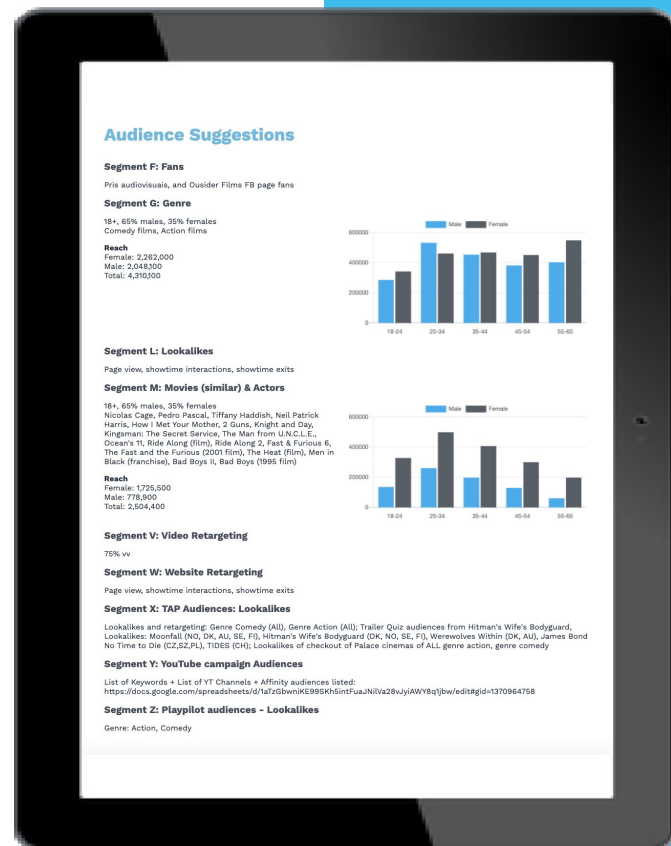
KNOW YOUR AUDIENCE

GRUVI ANALYTICS
HELPS YOU:

01. Determine your audience sizes (core vs wider audience) by location and demographics.

02. Identify how your audiences think and communicate.

03. Highlight what influences them.

04. Define how to target them based on their unique personalities and viewing habits.

Audience Suggestions

Segment F: Fans

Pris audiovisuais, and Ousider Films FB page fans

Segment G: Genre

18+, 65% males, 35% females
Comedy films, Action films

Reach
Female: 2,262,000
Male: 2,048,100
Total: 4,310,100

Segment L: Lookalikes

Page view, showtime interactions, showtime exits

Segment M: Movies (similar) & Actors

18+, 65% males, 35% females
Nicolas Cage, Pedro Pascal, Tiffany Haddish, Neil Patrick Harris, How I Met Your Mother, 2 Guns, Knight and Day, Kingsman: The Secret Service, The Man from U.N.C.L.E., Ocean's 11, Ride Along (film), Ride Along 2, Fast & Furious 6, The Fast and the Furious (2001 film), The Heat (film), Men in Black (franchise), Bad Boys II, Bad Boys (1995 film)

Reach
Female: 1,725,500
Male: 778,900
Total: 2,504,400

Segment V: Video Retargeting

75% vv

Segment W: Website Retargeting

Page view, showtime interactions, showtime exits

Segment X: TAP Audiences: Lookalikes

Lookalikes and retargeting: Genre Comedy (All), Genre Action (All); Trailer Quiz audiences from Hitman's Wife's Bodyguard, Lookalikes: Moonfall (NO, DK, AU, SE, FI), Hitman's Wife's Bodyguard (DK, NO, SE, FI), Werewolves Within (DK, AU), James Bond No Time to Die (CZ,SZ,PL), TiDES (CH); Lookalikes of checkout of Palace cinemas of ALL genre action, genre comedy

Segment Y: YouTube campaign Audiences

List of Keywords + List of YT Channels + Affinity audiences listed:
https://docs.google.com/spreadsheets/d/1aTzGbwniKE99SKh5intFuaJNiiVa28vJyiAWY8q1jbw/edit#gid=1370964758

Segment Z: Playpilot audiences - Lookalikes

Genre: Action, Comedy

AUDIENCE ANALYSIS
EXAMPLE

Your core audience is 1.5M, and total potential audience is 18M:

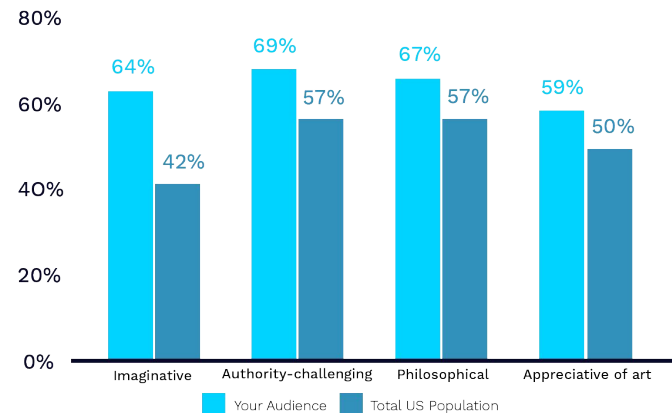81% of your potential audience is currently living in Brazil and the U.S.

They are self-reliant, thoughtful and reserved individuals.

They are **authority-challenging** - keen to defy traditional values in order to drive positive societal changes.
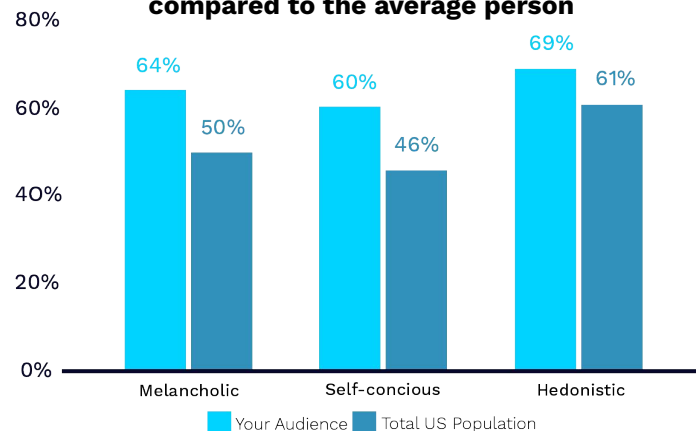
With this audience, **use metaphors and imagination** - include affective words and don't shy away from negative emotions such as anxiety, anger and sadness.

Be unexpected, counter-cultural and
challenge the system.

Your audience is more open - minded when compared to the average person

	Imaginative	Authority-challenging	Philosophical	Appreciative of art
Your Audience	64%	69%	67%	59%
Total US Population	42%	57%	57%	50%

■ Your Audience ■ Total US Population

Your audience is more neurotic when compared to the average person

	Melancholic	Self-concious	Hedonistic
Your Audience	64%	60%	69%
Total US Population	50%	46%	61%

■ Your Audience ■ Total US Population

UNDERSTAND YOUR AUDIENCES
FROM A 360º PERSPECTIVE

Values

Core beliefs

Cast preferences

Favorite visuals

Identity needs

How they communicate - keywords, hashtags

Sound preferences

What they expect from a story

Consumption habits

Audience segments

How to target them

Personality types

Favorite online platforms

Demographics

Top Influencers

Wider Audience

Core
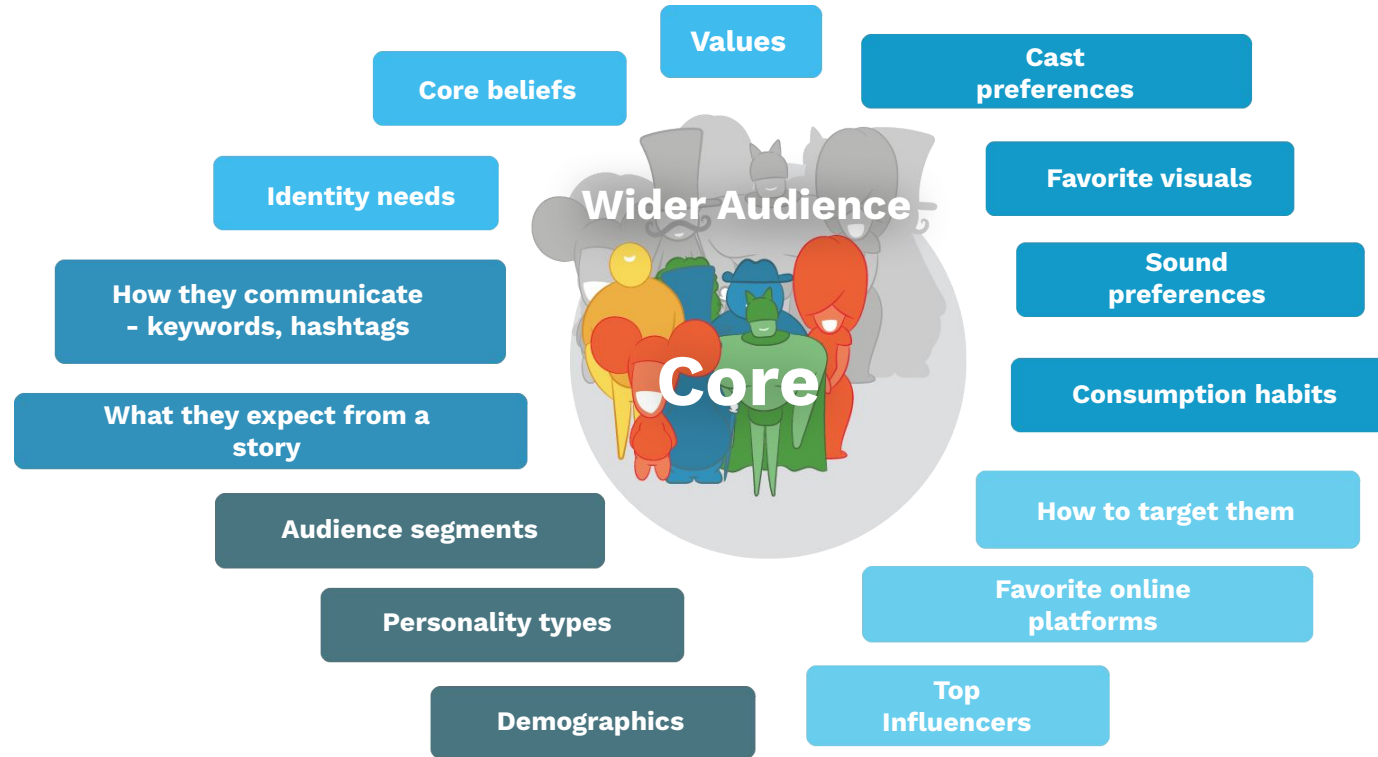
AUDIENCE ANALYSIS
EXAMPLE

Values

Openness to change
Self-improvement
Self-transcendence
Hedonism

Interests

Movies & TV
Music
Social issues
Education

Needs

Excitement
Love
Freedom
Idealism
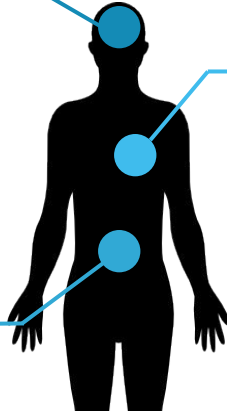
AESTHETIC DESCRIPTION

- Cool colours (blue) and deep, moody tones
- Artistically advanced & complex audience
- Sensorial & romantic - engaged with emotional stories
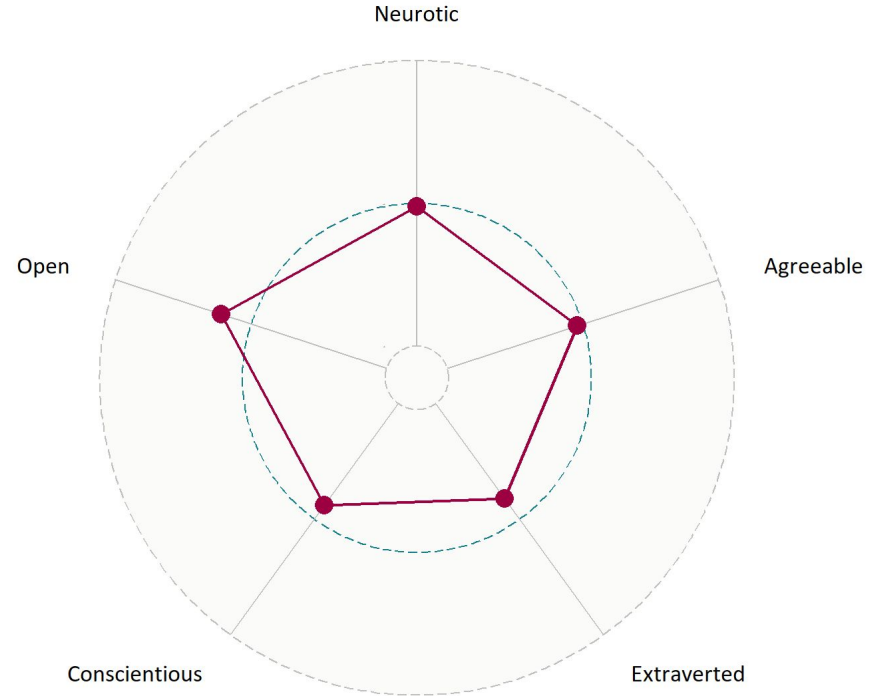
GLOBAL OVERVIEW:
Interest in Mamoru Hosoda and Studio Chizu

Strong interest in the director's filmography on a **global level**

Social media users show strong interest in Mamoru Hosoda and his work all around the world, with particularly passionate fan communities in the **US, France, Spain,** and **Brazil**, followed by other countries such as Indonesia, the UK, Australia, and Russia.

The conversation is usually **driven by the release of new titles**, with **the audience now strongly anticipating the release of the upcoming 'Belle'.**

Total Mentions		Unique Authors		Trending Topics
145k	Previous Period: 0	84k	Previous Period: 0	1. new animated feature film 2. Happy birthday to director 3. スタジオ地図

Global: Volume of Buzz over Time

Belle's release announced

Global: Conversation by Media Type

2% 4% 4% 1% 3% 3% 83%

■ Blogs ■ Facebook ■ Forums ■ Instagram ■ QQ ■ Reddit ■ Review ■ Tumblr ■ Twitter ■ YouTube
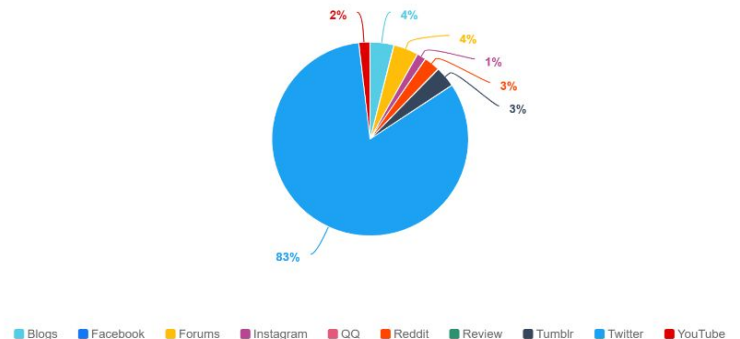
OUR METHODOLOGY

We rely on social media listening as a powerful instrument to approach large-scale qualitative and quantitative research in order to gain deep understanding of how audiences view, engage with, and consume creative content.

Thanks to industry-leading tools and unique proprietary methodology, we explore audience perceptions and sentiment, tracking online conversations on a variety of channels and communities, such as: Twitter, Tumblr, Facebook, Instagram, Forums, Blogs, Reddit, Baidu, VKontakte, News sites, etc.

We add to this research by diving deeper into niche communities, such as IMDB, Rotten Tomatoes, and local review sites in every market.

In the last 10 years, social media listening has established itself as a tool of excellence used throughout the public and the private sectors. The film industry is starting to embrace this unique opportunity, and Gruvi Analytics is the first-mover leader in this research field.
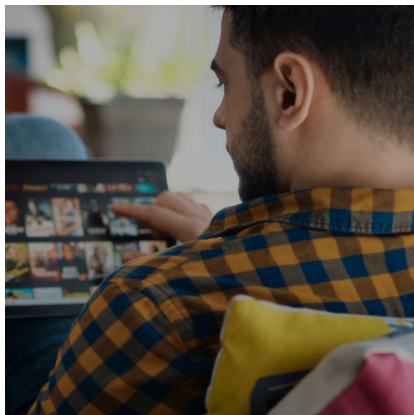
OUR UNIQUE PROCESS

Social Intelligence
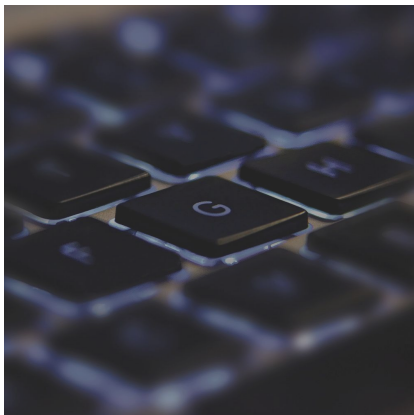
We collect **data on unique audiences** for every individual film title through **industry-leading social listening tools**

Localized communities

We dive **deeper into local niche communities** to understand your audience's preferences, values and needs

Unique audience insights

We apply **proprietary methodology to derive unique audience insights** that maximize viewer turnout and engagement with your title

WHO IS
GRUVI ANALYTICS

Gruvi is an award winning digital media agency that specialises in audience development and media campaigns for the entertainment industry globally. **Over the last 10 years, Gruvi has worked on over 3000 movie campaigns, from large tentpole titles such as 'The Hobbit' and the 'Amazing Spider Man' to arthouse and indie films such as 'Parasite' and 'It Follows'.**

Our unique advantage lies in **combining multi-year industry expertise with real-time social intelligence and historical data on film audiences.** We use a proprietary audience profiling methodology and apply a multilingual approach based on deep cultural and local understanding of each market. **This allows us to offer you highly customised, tailor-made research and solutions.**
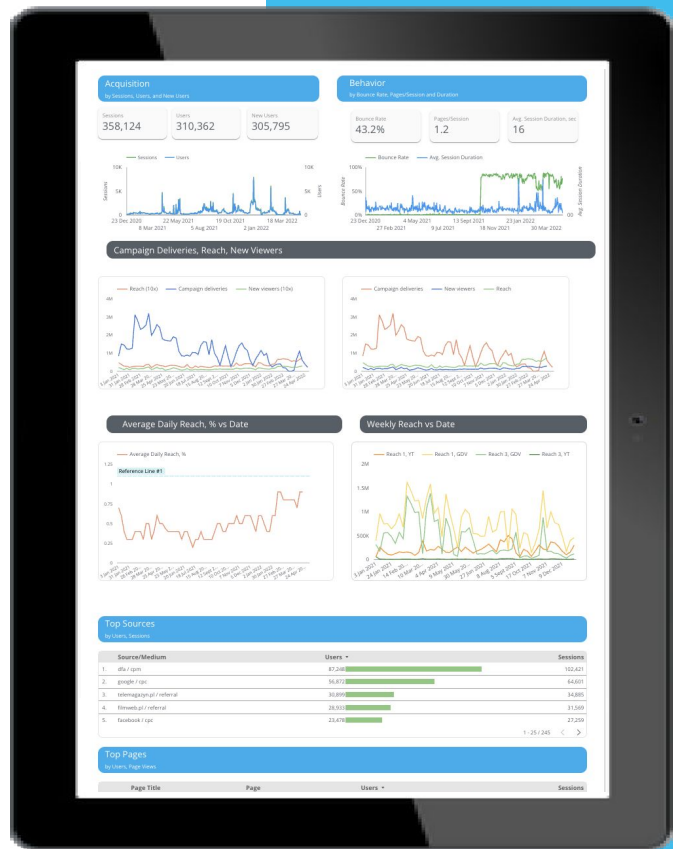
WHY GRUVI?

WHAT WE OFFER

Real metrics, audience size and ROI numbers to present to investors

Comprehensive approach from first idea validation all the way through cast, visuals, sounds, story, and customized budgets for market targeting

Based on real-world, aggregated audience data

Qualitative and quantitative data & recommendations

Low upfront investment (highly cost-efficient idea validation)

COMPETITION

General concept (not driven by market-tested numbers)

Support with script-writing and limited recommendations on cast selection

Opinions and reviews from script reviewers

Qualitative recommendations only

High upfront costs (script costs > 100K prior to any market validation, plus reviewing costs)

Thank you
for your attention!

Contact me via email at **anastasiya@gruvi.tv** and follow our CEO **(Ben Johnson, Gruvi CEO)** on LinkedIn for our weekly "That's Entertainment" show and other regular updates, featuring the latest news and developments from all aspects of today's film industry.

Squid Game highlights huge significance of non US shows & views

That's Entertainment - Show 70

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ANALYTICS