

## YUGOV DIRECT: MOVIE TRAILER TRACKER

Each week, YouGov Direct tests how effective a collection of movie trailers is in persuading people to consider seeing a film, what they think about the content of the trailer, and how good or bad they expect the movie to be. Thousands of people provide immediate feedback on movie trailers using the YouGov Direct platform, such as in the case of "Blithe Spirit."

### Tracking all wide release and many limited release and streaming films



Instant feedback on trailers from first drop to pre-opening weekend



Gauge ROI straight from the viewers themselves



Access more than 400 responses per movie trailer

The Movie Trailer Tracker includes:

#### Part I (Opening Week)

- Film viewership history
- Pre/Post exposure viewing intention
- Movie rating (anticipated)
- See now or wait for streaming?
- Trailer aspects liked
- Click-through to purchase

#### Part II (2-Week Follow Up)

- Actual behavior vs. stated
- Reasons for change
- Movie rating

A Movie Trailer subscription provides access to the complete history of trailers reviewed to date.

## Use cases

"Blithe Spirit", based on Noel Coward's hit play of the same name, is due for a limited theatrical release by IFC Films, took home the mantle of most effective trailer of the week, fending off competition from Netflix, Hulu and Disney+ in the process. The film follows a married crime novelist who finds himself in a bit of a pickle when an eccentric mystic summons the spirit of his first wife.

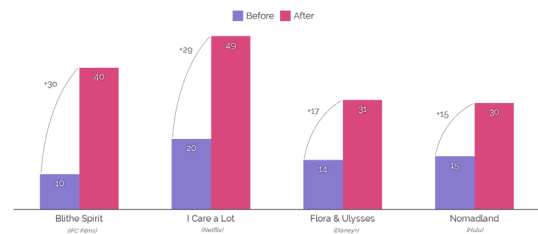
"Blithe Spirit" was the least well-known film going into the week of February 15, 2021 despite its A list cast. Before viewing the trailer, just 10% said they were likely to see it. After viewing the trailer, that number jumped to 40%.

The trailer was a particular hit with female audiences: nearly half of all female YouGov Direct members who viewed the trailer said they were likely to see this drawing room farce (46%) -- compared with 33% of men.



### The most effective trailer of the week was for screwball comedy "Blithe Spirit"

How likely are you to see each of the following movies in the coming weeks? (% of YouGov Direct respondents who said they are somewhat or very likely to see each film in the coming weeks, before/after viewing the trailer for the film)



So, what set this trailer apart from its streaming competition? When we asked respondents to tell us what they enjoyed most about it, nearly half picked the film's high-spirited story and themes (46%). A further 39% went for one or more of the actors featured.

## YouGov Direct

YouGov Direct is a **self-service platform** built for advertisers, media agencies, and publishers to precisely **target the audience you need in the moment you need it**, delivering your research with exceptional speed.

In addition to testing a broad range of movie trailers each week, subscribers are able to test rough cut movie trailers on the YouGov Direct platform, in advance of publishing.

Explore **180+ profiling variables**, giving you unrivaled granularity in hyper-targeting your audience and slicing your data for analysis - all in an easy-to-use, self-service platform.

For more information, visit  
[yougov.com/business](https://yougov.com/business)

YouGov is a global provider of analysis and data generated by registered panellists in more than 55 markets. We are the market research pioneer of Multilevel Regression with Poststratification (MRP) for accurate predictions at a granular level and Pew Research found that our data consistently outperforms others on accuracy. Combine that with our advanced analytical technology, powered by YouGov Crunch, and we are able to generate the most accurate, complete, and dynamic portrait of the world.