canvs®

Sony Pictures Entertainment

A global entertainment company uses Canvs Surveys to make smarter decisions about the artwork and messaging for post-theatrical releases.

01
THE CHALLENGE

Despite fierce competition from streaming services, U.S. sales and rentals of movies and TV shows on DVD and Blu-ray is worth more than $10B annually. Sony fights hard for its piece of the pie by rigorously testing creative assets for its post theatrical releases. Quantitative surveys play a critical role helping Sony to understand consumer preferences–discovering early on what motivates people to watch a film can swing DVD sales by tens of millions of dollars.

In 2019, one particular film challenged Sony's research team to prove its mettle. The film crossed over several genres – one could classify it as drama, sci-fi, horror, or thriller. For theatrical release, it was packaged as horror. But marketers believed it would sell better as a thriller for home entertainment. Researchers were tasked with unpacking how consumers felt about the film, discovering what drove their interest most, and testing this hypothesis about genre.

As always, the marketing team wanted its answers as soon as possible.

02
METHODOLOGY

Sony's research team tested three key art images, four marketing messages, and five taglines. The survey consisted of approximately 50 questions, including three open-ends – one asking people to describe the movie in their own words, and the other two asking them what they liked and disliked about the ad.

The respondents consisted of 1,500 adults ages 18-64 and 400 teens ages 15-17. It took about a week and a half to turn around topline results, including survey programming, data collection, data processing, and writing the topline report. By this point, there wasn't much time left to analyze them and add their insights into the topline reports. That's where Canvs Surveys came in.

canvs®

Survey data was uploaded straight to Canvs without any special formatting. Within minutes, the open-ends were fully uploaded and ready for analysis.

Lastly, the researcher fine tuned some labels and categories, made sure that every open was accounted for, and had a topic/emotion attached to it. She studied the topic trees that Canvs generated for each question, and then exported a presentation-ready report.

03
THE FINDINGS

Canvs Surveys provides deep and impactful analysis when comparing creative assets like those Sony was testing – key art, messaging, and taglines. *Figure 1* shows the three emotion maps Sony generated for its key art concepts. Each map shows the emotions that people expressed in open-ended responses when they were exposed to a specific key art concept.

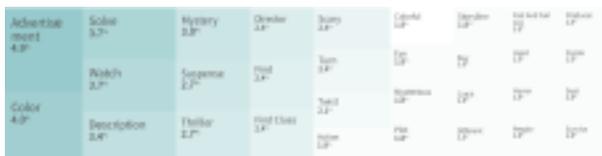### Figure 1 – Emotion Tree Maps
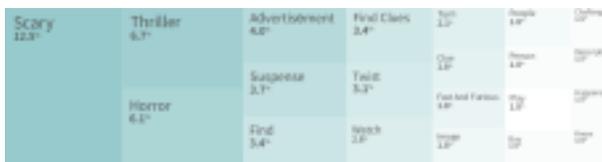
Key Art 1

Key Art 2

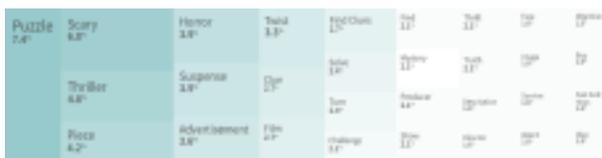Key Art 3

Figure 2 – Topics Tree Maps

Key Art 1

Key Art 2

Key Art 3

> "Now that the preparation and categorization gets done for me, I feel more like I'm the director. I can spend my time focusing on the big picture and making sure that the final product is the best it can be."
>
> – Quote from Sony Research Analyst

With the help of the Emotion tree maps (Figure 1), researchers concluded that:

- Key Art #1 generated feelings of excitement and thrills.
- Key Art #2 triggered enjoyment and love.
- Key Art #3 called up mixed emotions.

Researchers made further observations by analyzing Topics tree maps (Figure 2). You can see in *Figure 2* how Canvs parsed the topics for each key art concept. Researchers could read the opens associated with any topic by clicking on it.

This tree map enabled researchers to conclude that Key Art #3 lead viewers to think of it as a horror film. This was a critical discovery, since the close-ended questions had indicated that horror was not a reason that people were drawn to the film.

04
TAKEAWAYS

By combining closed-end results with Canvs' analysis of the open-ends, Sony researchers were able to confidently identify the most effective creative assets:

- Key Art #1 generated emotional responses around intrigue, thrills, and excitement, which aligned best with the interest drivers for the film.
- Key Art #2 performed a bit stronger than Key Art #1 and generated the highest interest among our target audience.
- Key Art #3 did not align with the interest drivers for the film.

Their final recommendation was to use either #1 or #2, and the marketing team ended up choosing elements from each for the final DVD cover.

WHY
canvs® surveys

- Fast processing time so you can begin your analysis immediately
- Consistent insights with zero subjectivity
- Impactful, robust insights so you can take less time to 'find the entire story'
- Simple benchmarking capabilities so you can contextualize your insights

Reach out to marketing@canvs.ai to learn more about Canvs Surveys.

If you haven't already, please sign up for your 5,000 free open-ended responses at http://surveys.canvs.ai