



## How Morphii Helped Creatives Fundraise: Lafitte Productions, LLC

### Overview

The principals at Lafitte Productions, LLC decided to do something different in their efforts to garner sponsorship support for *American Maverick*, their vision for a television/streaming series highlighting the sorts of people who cut their own paths, who buck convention, who challenge, invent, create, and overcome. They said that people pitching new series ideas generally don't generate their own market research data, so that's exactly what they wanted to do. Evidence for **engagement** could be critical to a successful pitch.

The opportunity for true **differentiation** in their approach with Morphii allowed them to ask directly and specifically about people's emotional reactions to their "sizzle reel," a four-minute sample video to demonstrate their concept. Furthermore, they had a strong sense for what sort of audience they wanted to attract.

Within the context of a survey with a small footprint, Morphii rapidly generated concise, useful data and new insights and found that not only were people excited about watching the program, but also identified in themselves a "maverickness" that incited enthusiasm.

### Design and Method

Lafitte decided to ask four key questions of a representative audience of 1,000 people. Those four questions spanned *interest, reasoning, intention, and personality*.

First and of primary importance, Lafitte wanted people to be able to view the sizzle reel and indicate whether they were **interested** by it, as evidenced by a feeling of excitement or its opposite, boredom. They selected two morphii's, *Excited* and *Bored*, as a dichotomous, forced-choice indicator. Notably, Morphii allowed respondents to indicate not only which feeling was dominant for them, but also their *degree of feeling (i.e. intensity)*, which they indicated by adjusting the intensity of the morphii expression.

Second, respondents had the opportunity to elaborate their **reasoning** for their feeling in an open-text field.

Third, they were asked to indicate whether they would watch such a TV/streaming series if it was available. This was an indicator for **intention**, registered via radio buttons for Yes or No.

Finally, they were asked to indicate the degree to which they perceived themselves to be mavericks, as Lafitte suspected that this **personality variable** might have some bearing on interest and intention. Respondents indicated this via self-report on a unipolar scale ranging from “Not at all” to “Extremely,” with three middle options, all presumed to be equidistant in meaning/intensity differentiation from one another.

In order to submit responses, respondents were required to view the entirety of the four-minute pitch reel.

The survey was distributed via Market Cube, a local survey research specialty firm, and data were collected over the course of five days to reach the target number (N = 1000) and demographic representativeness for gender, age, education level, and annual household income. Race/ethnicity was not considered a relevant variable for this study.

## Results

Data were available for 984 of the 1000 responses; 16 respondents' data were excluded due to errors in databasing, and were thus considered not valid for analysis. Those 984 respondents did approximate the desired 50/50 percentage split for gender and 60/40 percentage split for high-school vs. college education level in persons ranging from 20 to 50 years of age, as well as the desired minimum household annual income level of \$40,000.

**In response to the interest inquiry, 78.4% of respondents registered Excitement, and 21.6% registered Boredom.**



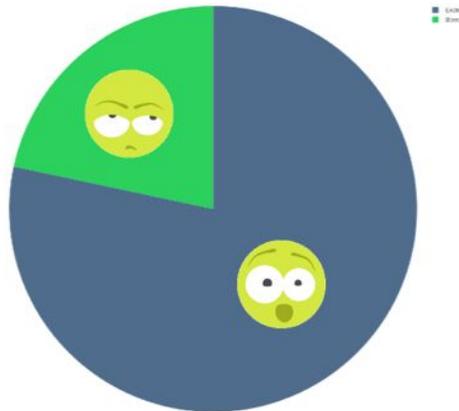
Summary of Reaction Responses to Sizzle Reel

**78.4%**

percentage of viewers who expressed **excitement** about the American Maverick sizzle reel

**21.6%**

percentage of viewers who expressed **boredom** with the American Maverick sizzle reel



Furthermore, on a scale of 0.0 to 100.0 representing the intensity of the feeling experienced in response to the video, those registering Excitement did so at an average intensity level of 63.9 whereas those registering Boredom did so at an average level of 54.5. We combined the data from the two morphiiis into a bipolar scale ranging from -100.0 to +100.0.

**The resulting aggregate feeling level was 38.3, indicating an overall positive experience among all respondents:**

**38.3**

overall, when both the positive and negative reactions and intensities were factored in, the viewers in aggregate ended up expressing an excited response with an intensity of 38.3



note: on a scoring range of -100 (exceptionally bored) to 100 (incredibly excited)

“Interest levels for the show were higher than I expected they would be,” said Phil Waggoner, who commissioned the study.

100% of those given the opportunity to use a morphii to register their dominant feeling about the reel did so, and 78% adjusted the image to some intensity level other than the initial display level (the initial display setting was 50.0 on a scale of 0.0 to 100.0).

Waggoner concluded: “morphiis are unique and simple and fun to use and I think that makes it easier for respondents to engage in a study. They allow people to graphically express their feelings on a platform that assigns an intensity level value to that given expression... that’s got to be unique; and it makes a difference to us and the people we will talk to because it quantifies feelings.”

He noted that they learned much from the open-text elaborations as to the reasons the survey respondents felt the way they did: “The verbatim comments seem to suggest that if we increase the ‘general likability levels’ of the featured ‘maverick’ [and/or] the maverick’s chosen activity, we can likely enhance the show’s intention to watch level.”

Eighty-three percent of the 494 male respondents were excited by the reel, at an average intensity level of 64.6 (scale 0.0 to 100.0), and 74% of female respondents were excited by the reel at an average intensity level of 63.1 (scale 0.0 to 100.0). More men were excited, but not necessarily more excited by the video sample.

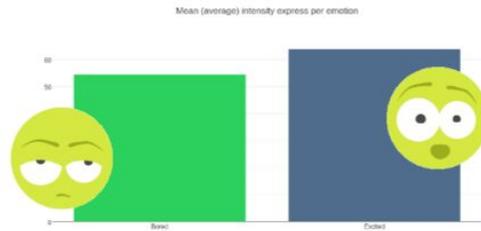


63.9

average intensity of feeling expressed by those viewers who were **excited** by the sizzle reel

54.5

average intensity of feeling expressed by those viewers who were **bored** by the sizzle reel



Waggoner sees future implications from data regarding specific emotions and their intensities, that can drive key decisions:

“It seems as though at some point down the road we will have enough data from enough episodes to suggest a threshold point where interest levels and/or intensity levels will trigger intention to tune in to watch. If we know what this interest/intensity trigger point value is, and we know what viewers find to be of interest and ‘likable,’ it seems we will know some things not very many, if any, people in the business today know. And that could be really helpful in concepting and shaping new series concepts.”

Not everyone interested in or excited by a video reel will necessarily wish to watch a full 60-minute episode of such a program, much less a series thereof. Nevertheless, in response to the intention inquiry, **64% of the respondents indicated they would watch the *American Mavericks* program if it were offered, and 36% indicated they would not.**

#### Factor: Income Level

Income level had a discernible effect in interest level, as the data showed an upward trend in the percentage of respondents from annual household income of \$40-50K who registered excitement (77%) through those in the \$150-200K/year income bracket who registered excitement (90%). Interestingly, those in the \$200K+/year bracket showed the highest

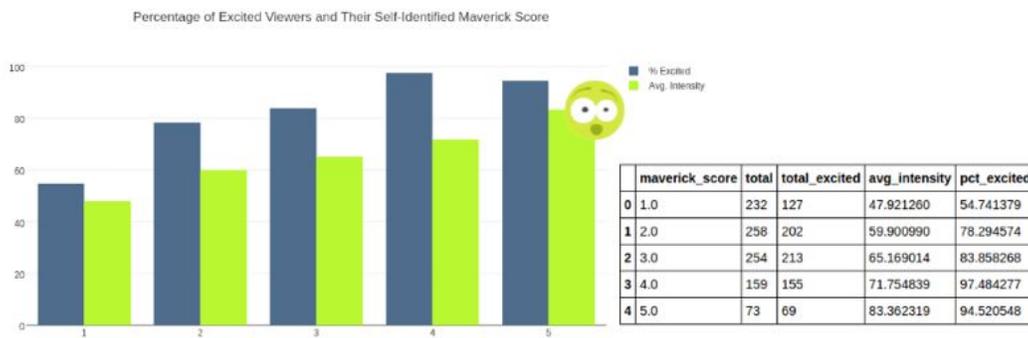
intensity of interest by far, though these data were interpreted with caution due to a small cell size (n = 8).

### Factor: Age & Education

Age did not demonstrate any strong effect for interest level either at the percentage of respondents registering excitement, or in the degree of excitement, though there was a quite modest decline in overall excitement level across the sample’s age span. Education level did not demonstrate any strong trends for excitement, either; the program had similar appeal for holders of high-school diplomas, diplomas plus-some-college study, associate’s degrees, bachelor’s degrees, and advanced degrees.

### Factor: “Maverickness”

The informally-derived and self-reported personality variable *degree of maverickness* was significantly correlated with both percentage of respondents registering excitement, and the intensity level of excitement registered. Persons rating themselves lowest in “maverickness” were much less likely to register excitement (55%) than were those rating themselves as being very high (97.5%) or extremely high (94.5%) in “maverickness.” Furthermore, those lowest on this variable registered the lowest intensity of excitement (47.9) and those highest on this variable registered the highest intensity of excitement (83.4).



For the purposes of this study and Lafitte's goals, no additional analyses were conducted or reported.

## Conclusion

Lafitte used Morphii to investigate potential viewership feelings about their program concept, and derived key learning from the study. They learned that their concept generates more excitement than boredom, higher *levels* of excitement than boredom, and a strong likelihood for viewership, especially among higher-income people who strongly identify with being a "maverick" themselves. They intend to use these findings not only in their pitches to potential sponsors, but also as a means for targeting advertising content for the series.

"Initially we'll use the data as evidence as to why a sponsor should consider investing in this show. We're able to say to them this is not just us telling you we THINK people will watch. We're able to say 64% of 1,000 US adults told us they would watch the show... and that makes our case a little stronger, a good bit stronger. Also, we'll use the results to help point the show at a particular audience type, maverick types; and then shape it to what they're telling us is important or meaningful to them," said Waggoner.

This study represents an important step in our validation of Morphii, and has indicated that the directions we foretell and intend for our products are evident and valuable to a customer that will be making actionable decisions with the data and insights both in the near-term and in the more distant future.

To learn more about Lafitte Productions, LLC visit [Lafitteproductions.com](http://Lafitteproductions.com). And if you'd like to learn more about Morphii, including the science of capturing and measuring specific type and intensity of any experience, go to [morphii.com](http://morphii.com).

