



PULSAR 

**Advanced audience intelligence for
the film and entertainment industry**

In the entertainment business, your audiences evolve over time as streaming creates a new way of absorbing content. This makes it more challenging for marketing to adapt. You need a dynamic insight solution for responsive strategy. Social data research is uniquely able to deliver continuous insight throughout the lifespan of a film.

We apply social data to entertainment marketing challenges because it enables in-depth, always-on study of audiences, at scale.

Five steps to create an insights framework for a film lifespan

→ 1

As early as the development stage, building a marketing model based on historical analysis of analogous films.

Social data has proven to be a valuable tool for predicting movie performance

Budgets and spend are not necessarily predictors of success, but social buzz indicators often correlate to performance. Why and how do certain films go viral? Smart metrics help us build models to forecast – and reflect on – a film’s mainstream impact. The Pulsar team have done extensive research on content and topic virality online, establishing models for how things go viral. Films tend to map to these models very closely.

→ 2

After trailer #1, understanding who’s engaging and who to invest in targeting going forward.

Social data analysis reveals the content and people that truly trigger engagement and influence perception

Most “influencer” analysis is one-dimensional, based purely on reach, but there are smarter ways to assess how different voices influence the way buzz spreads in lead up to release. It’s critical to identify and understand how to best interact with various points of influence – constituents, partners, and the press. Social data can help quantify not only how active each group is, but also how much impact they have on perception – either at moments in time or over the lifespan of the film.



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Next steps:

→ 3

Optimizing marketing with segment-specific content, e.g. cutting custom trailers based on affinities.

Social data allows for real-time audience segmentation – in depth and at scale

→ 4

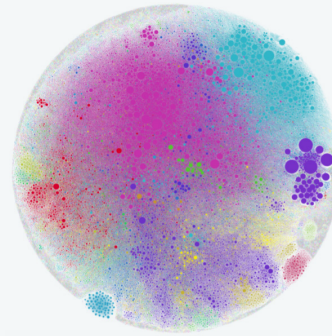
As theatrical release nears, determining how & where to deploy media spend, efficiently.

Social data analysis can show how marketing dollars are working – or could work – to drive awareness and viewer intent

→ 5

As theatrical release nears, determining how and where to deploy media spend, efficiently.

How connected audiences spread messages:



FILM 1

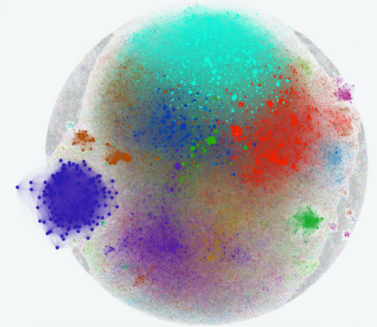
→ Audience of **355k** social users

→ It takes **18 communities** to reach 50% of the audience

FILM 2

→ Audience of **85k** social users

→ It takes just **5 communities** to reach 50% of the audience



Conclusion: social data and audience intelligence can help the film and entertainment industry with:

- Continuous insight throughout the lifespan of a film.
- A dynamic insights solution for a responsive marketing strategy.
- Deeper audience analysis to segment audiences and build personas.
- Looking at film sentiment in real-time for accurate opinions.
- Understanding what consumers think and feel without prompting potential bias.

Request the full deck for free to see how

Why Pulsar

Pulsar is the only social media listening platform built by a research agency, with a full insight team that leads analysis.

We look at social media data as a source of qualitative and quantitative insights, not just analytics. We won't give you data. We'll give you a strategic point of view and clear guidance.

Our work in entertainment is growing a portfolio of great client brands across film, TV, cinema and their commercial partners.

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