



Your content testing partner

FOUNDED  
IN 2018

25  
CLIENTS

50+  
PROJECTS

15 STAFF  
MEMBERS

# ART POWERED BY TECH



SEGMENTED SOLUTIONS

LIBRARY OF STORYTELLING PRACTICES

SYSTEM OF MARKETING ATTRIBUTES

AI EMOTION RECOGNITION PLATFORM

## OUR CLIENTS:

STAR  
MEDIA

STAR  
LIGHT  
MEDIA

1+1

STAR UP

LIVE  
NETWORK

DITEK

TABASCO  
CREATIVE MARKETING SOLUTIONS

UFUTURE

THE SOUL  
PUBLISHING

MEGOGO

ICTV

Fedoriv

Fabiosa  
MEDIA

BANGBANG  
FAMILY

reface

Service  
foundation for business

## OUR PARTNERS:

Google for Startups

STADIEM

NVIDIA

aws

Cint

TGM

Service

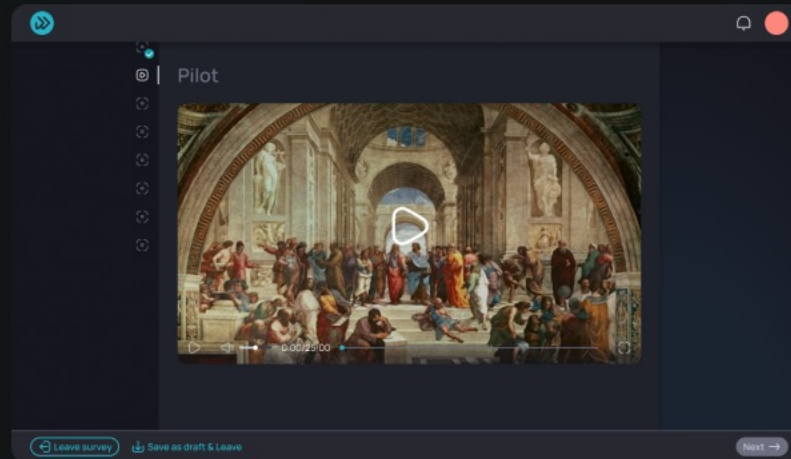
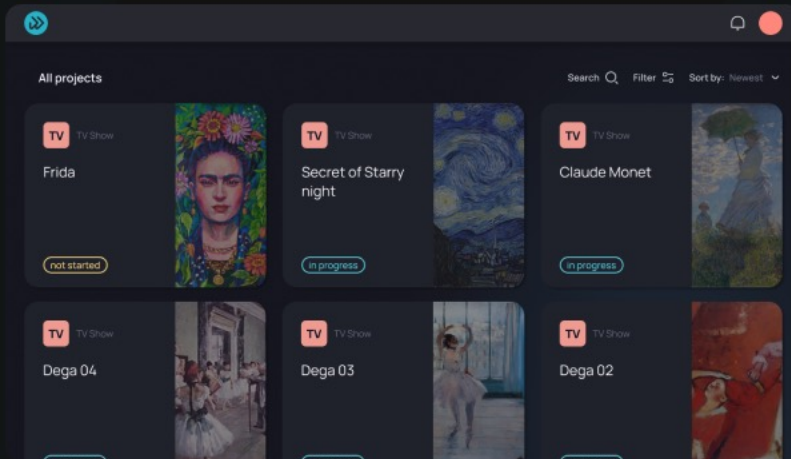
# OUR MAGIC FORMULA: HOW IT WORKS

**WANTENT** = AI PLATFORM + TARGET AUDIENCE + WEBCAM – MODERATOR – BIAS

**1 PROJECT SETUP AND RECRUITMENT**  
Personalized project design and audience worldwide.

**2 RESEARCH**  
Detailed and clear feedback from the audience.

**3 REPORT AND RECOMMENDATIONS**  
Behavior and emotional reaction analysis by AI. Delivery of insights for final wrap up.



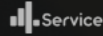
## SOURCING AUDIENCE

Audience recruitment is at the core of the testing program.  
3 recruitment options available depending on preferences. Option 1 is always preferable due to high speed, world-class quality and scalability

### OPTION 1

## INTERNATIONAL RESEARCH PANEL <sup>+</sup>

Cint



### OPTION 2

## LOCAL MARKET RESEARCH

### OPTION 3

## CLIENT SOURCING

## SIZING AUDIENCE

Each project and content type may require a tailored approach to sample sizing with minimal sizes to be adhered to ensure data accuracy and reliability

### LARGE



200-2000

### MEDIUM

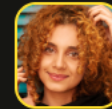
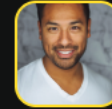


100-200

### SMALL



50-100



# THE VALUE ACHIEVED BY THE POWER OF AI AND EASY SETUP AT VARIOUS STAGES

## DEVELOPMENT POST-PRODUCTION MARKETING

### PRODUCT

Unlike the traditional focus groups our Wantent SaaS platform enables testing your content and marketing assets anytime anywhere by digitally connecting your target audience to the test content online.

### PRICE

Monthly limited subscription will suffice most clients, while corporate unlimited package is negotiable. No setup costs. No capex. No moderators. Low online test viewer acquisition cost.

### PLACE

Wantent works online, anytime, anywhere. No extra costs or limits to test content across different regions, cultures, other demographic diversity.

### PEOPLE

Training your research / marketing teams will be minimal as we operate in the same system of coordinates.

DESIGNED FOR LONG CONTENT

EASILY SCALABLE:  
UNLIMITED NUMBER OF VIEWERS

ONLINE

GEOGRAPHY-AGNOSTIC

UNBIASED: NO NEED FOR ANY MODERATORS  
DUE TO POWERFUL AI TOOLS

LITTLE INHOUSE EXPERTISE NEEDED

EASY ENTRY, QUICK ONBOARDING

OBJECTIVE METRICS

## VALUE DRIVERS

# WE HELP OUR CLIENTS FORESEE ISSUES ALREADY AT THE DEVELOPMENT STAGE



## ORIGINAL STORY

People like stories told in a whole new way.

Thorough testing of distribution potential, new seasons potential, as well as deep research of target audience to draft strong screenplay (effective conflicts, realistic triggers, stimuli, empathy, etc.)



## CHARACTERS

How can we successfully create characters that look like the ideal – a true fusion of personalities and cultures, religious beliefs, and ethnicities? The answer is simple. Research.

By careful study of psychological and 'look' attributes upon which the cast is selected to minimize diversity traps. Our case study in a little while will show how this works.



## LESSONS LEARNED?

Collecting and structuring past season feedback to stop... or move to next season/episode refreshed and rejuvenated

Evaluation of produced content allows to better prepare for next episodes / seasons. It includes analysis of conflicts effectiveness, detailed review of characters

## AS WELL AS:

- ▶ good idea selection for the scenario
- ▶ Act 2 dilemma
- ▶ distribution potential evaluation
- ▶ character attributes definition
- ▶ weak dramatic arc
- ▶ genre mix
- ▶ interests of target audience to form a portrait
- ▶ season potential
- ▶ how to build 2+ seasons / season 2 preparations [how to keep, what to improve].

# DISCOVER THE CHEMISTRY BETWEEN YOUR CONTENT AND THE AUDIENCE AT THE POST-PRODUCTION STAGE



## PILOT

Is it worth to continue investing? Before diving into such a risky endeavor, let's explore what our target audience has to say, what they liked, what they did not, and what could be improved.

Testing pilot episodes for storytelling attributes, conflicts, characters, weaknesses, etc. forms a reasonable basis for unbiased decision-making regarding marketing and content strategy to avoid content creators' tunnel view.



## FIRST ACT

Was the audience engaged? What could be improved? Were the conflicts strong enough and effective? Did the cliffhangers actually work? How can we retain the audience?

2nd episode issues are known to many and have ruined many great ideas and stories. The first act may be a success, while many hidden threats are waiting in the 2nd episode due to its nature. There are many ways to foresee those and be prepared.

## AS WELL AS:

- ▶ long scenes and dialogues - how to increase dynamics
- ▶ low level of empathy and emotional connect with characters
- ▶ how to grow interest to the storyline development
- ▶ how effective are the acts structure and cliffhangers
- ▶ low engagement in the episode 2
- ▶ low retention between episodes
- ▶ false reaction to moments
- ▶ genre mix issues
- ▶ soundtrack
- ▶ character's arc perception analysis
- ▶ evaluation of open titles

# VALIDATE PROMOTIONAL ASSETS AGAINST YOUR CUSTOMER ACQUISITION KPIs AT THE MARKETING STAGE



## POSTER

Many believe that posters are a very effective marketing tool.

Good posters are!

Wantent's heatmaps show what catches attention and whether this fits the priorities. Only this way, we can increase the chances that message take-out will be high, and the poster will ignite a desire to watch the trailer.

## TRAILER

The goal is to tease the viewers and leave them wanting more. Our goal is to test it.

Making a great trailer is no easy task. The same storytelling elements and techniques that engage audiences in films and shows also need to hit all the marks in trailers — even more so because in trailers, every split second is watched under a microscope. Our goal is also to test if it works well for the target audience. A list of improvement recommendations is optional but always appreciated by clients.

## AS WELL AS:

- ▶ A/B testing
- ▶ visual overload (noise)
- ▶ increase memorability
- ▶ integrated marketing recommendations
- ▶ soundtrack testing
- ▶ willingness to promote / recommend
- ▶ sizzle testing
- ▶ teaser testing
- ▶ genre perception
- ▶ calculate pilot episode conversion
- ▶ the most effective and memorable scenes



# DEVELOPMENT STAGE CASE STUDY: LOOKING FOR RIGHT CHARACTER ATTRIBUTES



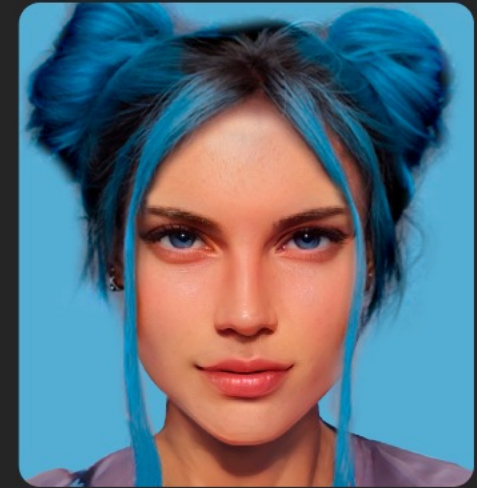
## OBJECTIVE

The objective was to select the right psychological profile and 'look' that best resonated with the target audience out of 4 proposed characters.



## PROBLEM

We tested 12 'looks' with different visual attributes such as face type, eyes, lips, haircut, etc., as well as the audio and visual presentation (mood boards) to identify the character profile's positive and negative aspects. By a sheer margin of 23 pps BaraBaba took the lead - the short-haired blond lady.



@BaraBaba  
Score 186

## SOLUTION

while investigating the detailed target audience profile (social networks) and analyzing their reactions to different 'looks', we learned that 'the short-haired blond' was not entirely their type, contrary to the creators' vision. They also tend to follow celebs with longer and darker hair.

# MARKETING ASSETS CASE STUDY:

## POSTER AND TRAILER WORKED AGAINST TARGET AUDIENCE

1

### OBJECTIVE

we were tasked with the request to evaluate a poster and a trailer for target audience fit.

2

### SITUATION

despite the proven fact that the poster and the trailer indeed attracted strong attention of the target audience, we learned that it worked better for the male audience, while the TV show was created to target the female audience (70%). The poster and the trailer kept most female audience indifferent creating little emotional connect and willingness to watch the pilot episode.

3

### PROBLEM-SOLUTION

we discovered that after the teenage sex scene in the middle of the trailer the engagement of the target audience slowed down and the expected upward emotional trend was destroyed. The heatmap showed that the entire poster was readable and message takeout quite high. However its dark color and poor face recognition through the letters would be working against the young female audience.



## LET'S DISCUSS HOW WANTENT CAN HELP

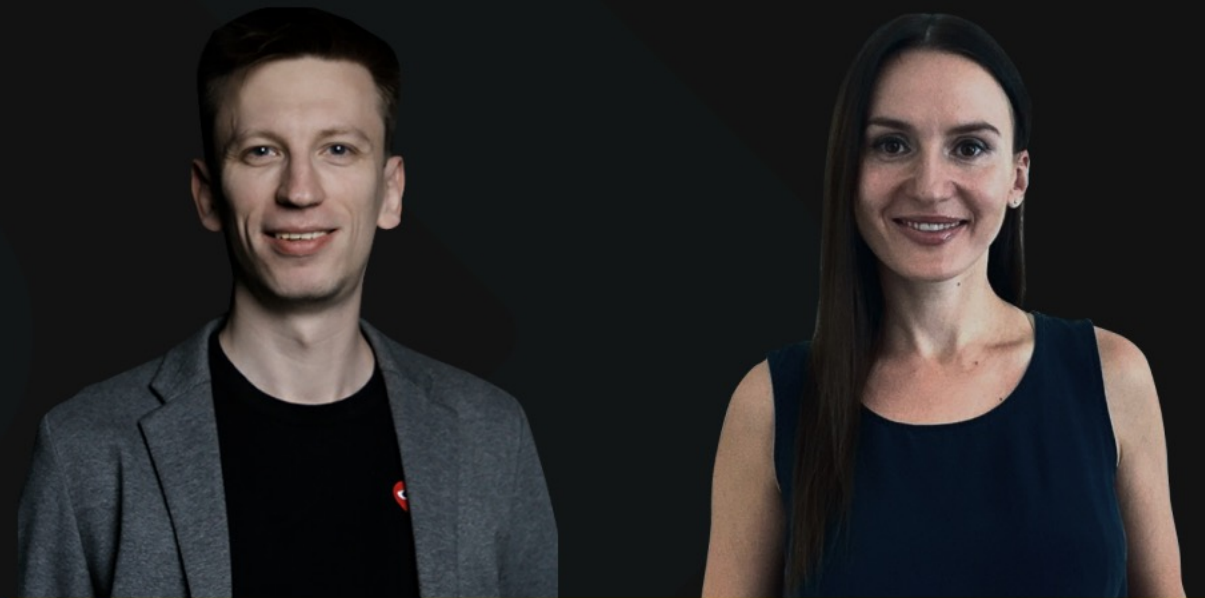
With this short presentation we hardly scratched the surface of the knowledge and value we wanted to share with you.

Let me again invite you to get in touch with us and continue the conversation.

**POST-PRODUCTION  
CASE STUDY**

**ASK A QUESTION**

**REQUEST A DEMO**



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