



PRODUCT OVERVIEW

Ormax Title Testing

Title evaluation tool for Theatrical, Streaming & Television properties

January 2025

DIRECTOR SPEAK



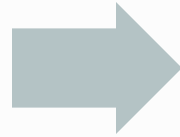
“For me, titles are very tricky to be too self-conscious about. You’re looking for a way of expressing something about the film. To a certain extent, it’s a branding exercise on larger-scale films. I’ve always gravitated towards the simplest version of something that gets it across.”

– Christopher Nolan

THE NEED FOR TITLE TESTING

A cluttered media landscape

- With increasing competition in the entertainment industry, titles must stand out in a cluttered landscape, while communicating the essence of the content effectively



The need to make a powerful first impression

- The title is the first touchpoint for audiences, crucial in driving initial interest
- A compelling title can enhance discoverability across platforms



Sound data-driven choices

- Title testing reduces subjective decision-making, with focus on selecting a title based on audience data

AUDIENCE PROFILE

EXAMPLE FOR A HINDI THEATRICAL FILM

METHODOLOGY



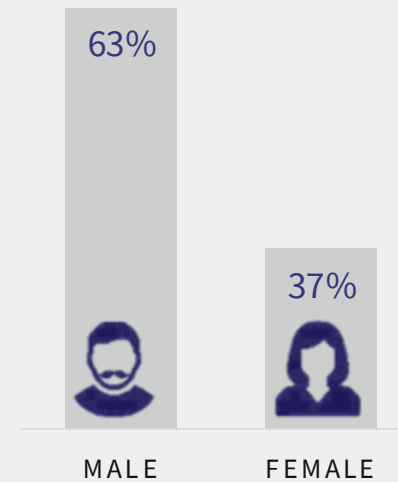
200-500 **Online Interviews**
with regular **Hindi film**
viewers

REPORTING MARKETS

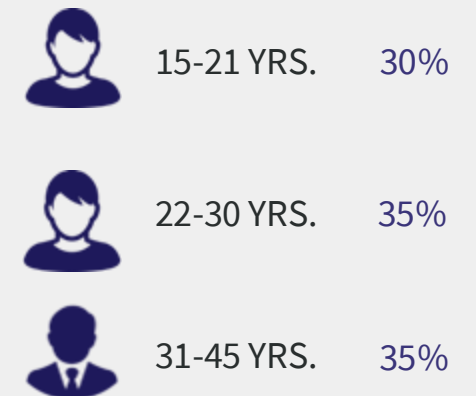


Market coverage and reporting
markets based on sample size
and the film's TG

GENDER



AGE



AUDIENCE PROFILE

EXAMPLE FOR A HINDI WEB-SERIES/ DIRECT-TO-OTT FILM

METHODOLOGY



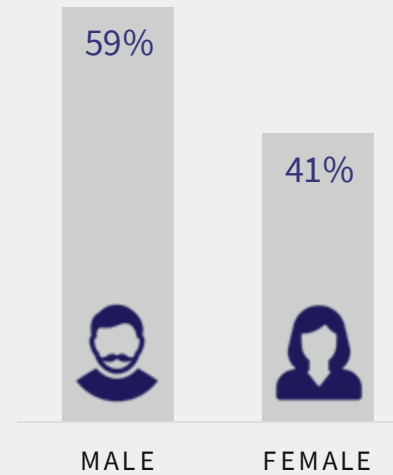
200-500 **Online Interviews**
with regular OTT original
viewers

REPORTING MARKETS

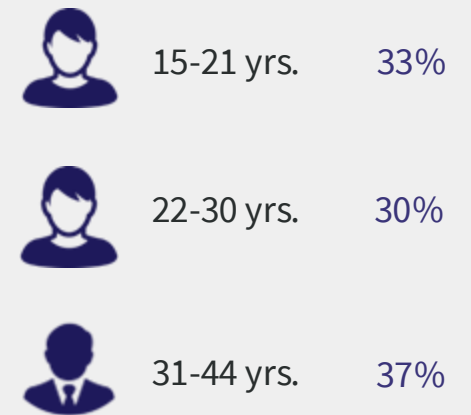


Market coverage and reporting
markets based on sample size
and the show/film's TG

GENDER



AGE



AUDIENCE PROFILE

EXAMPLE FOR A HINDI GEC SHOW

METHODOLOGY



200-500 **CATI** (Computer Assisted Telephonic Interviews) with regular **Hindi GEC** viewers

REPORTING MARKETS



Market coverage and reporting markets based on sample size and the show/channel's TG

LIFE-STAGE



F 25-30 yrs. 35%



F 35-40 yrs. 35%



M 30-40 yrs. 30%

TITLE EVALUATION

Each title option (upto 6) is evaluated at two levels

Title Appeal

Title Fit

TITLE EVALUATION

- Questions on the title are asked before and after the concept of the show/film is shared with the test audience

BEFORE

To understand the inherent **Appeal** of the title, independent of the concept and/ or the marketing assets

AFTER

To understand the **Fit** of the title with the concept

TITLE FIT

- The Title Fit can be assessed using two types of stimuli

1. Fit with Concept

- Fit of the title will be assessed after exposure to the show/film's concept, via a brief paragraph that summarises the plot

2. Fit with Assets

- Fit of the title can also be assessed after exposure to the marketing assets, such as trailers and/or posters

TITLE APPEAL & FIT: INTERPRETATION

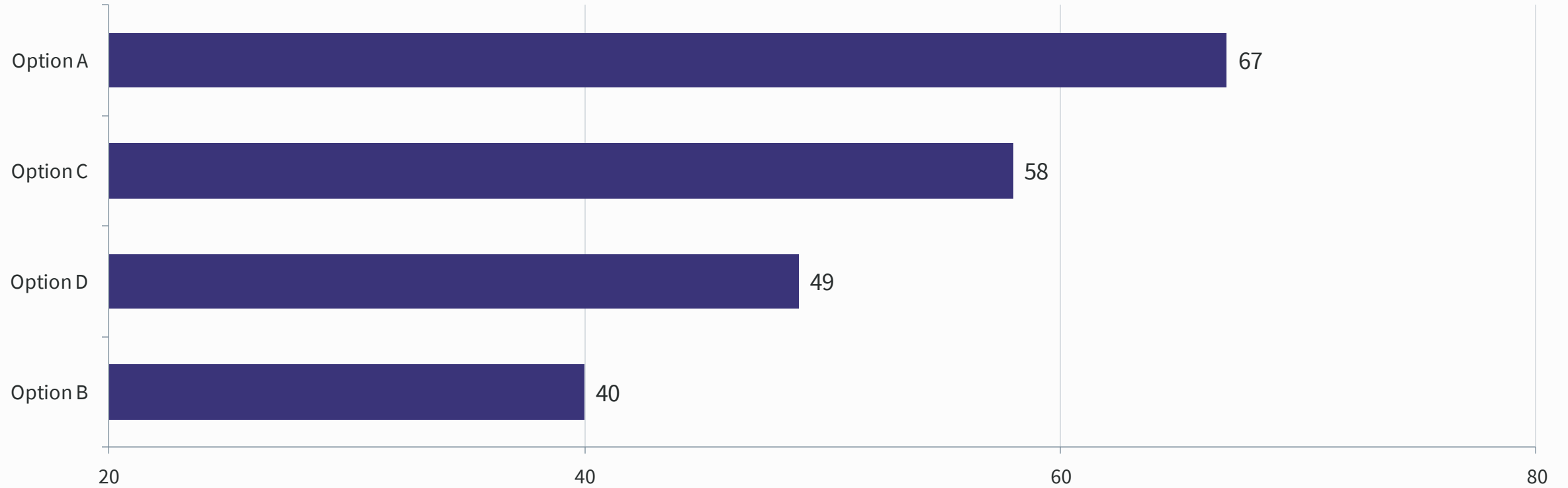
| APPEAL RANGE | FIT RANGE | LABEL | INTERPRETATION |
|--------------|-----------|-----------|--|
| <50 | <60 | Poor | Lacks the catchiness or the punch Doesn't fit the concept |
| 51-60 | 61-70 | Average | Sub-optimal in its marketing value Matches the concept, but not perfectly |
| 61-70 | 71-80 | Good | Enjoys a strong pull Fits the concept very well |
| 71+ | 81+ | Excellent | A winner title Perfect match with the concept |



Output Illustration

Sample report with dummy data for illustration

TITLE APPEAL

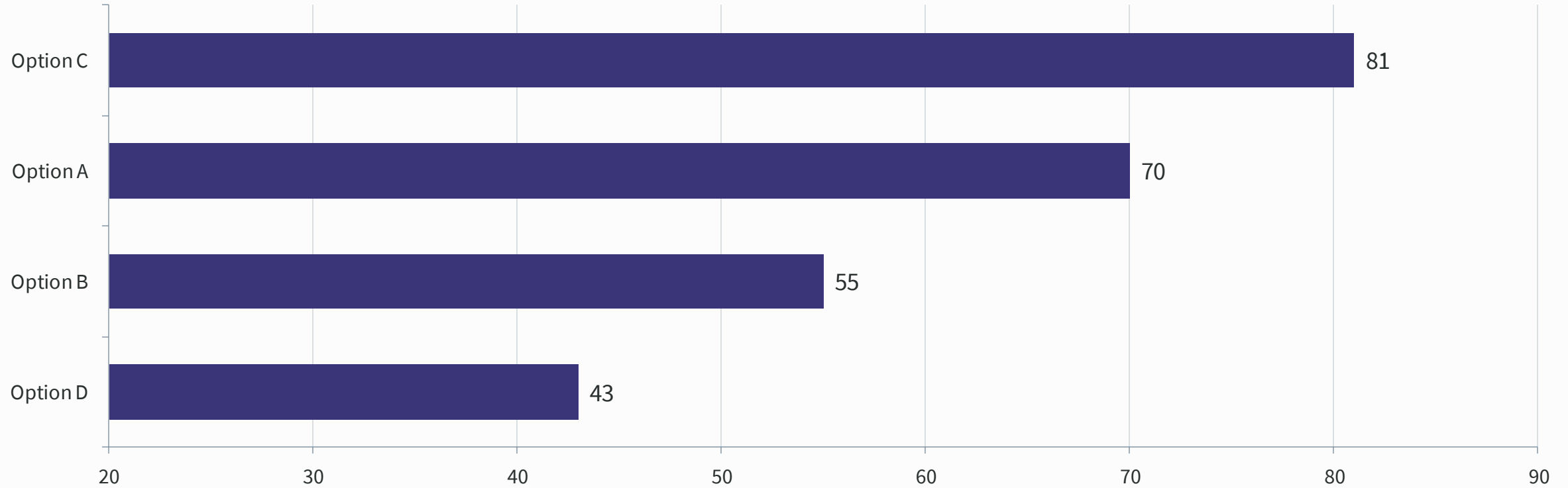


Title Appeal is reported at an overall level, as well as by various reporting TGs, such as gender, age and markets.

TITLE APPEAL: INTERPRETATION

| APPEAL RANGE | LABEL | INTERPRETATION | TITLE |
|--------------|-----------|------------------------------------|----------------------|
| <50 | Poor | Lacks the catchiness or the punch | Option B Option D |
| 51-60 | Average | Sub-optimal in its marketing value | Option C |
| 61-70 | Good | Enjoys a strong pull | Option A |
| 71+ | Excellent | A winner title | |

TITLE FIT



Title Fit is reported at an overall level, as well as by various reporting TGs, such as gender, age and markets.
Title recommendation accounts for both Appeal & Fit, as well as TG-wise ranking of various options.

TITLE FIT: INTERPRETATION

| FIT RANGE | LABEL | INTERPRETATION | TITLE |
|-----------|-----------|---|----------------------|
| <60 | Poor | Doesn't fit the film concept | Option B Option D |
| 61-70 | Average | Matches the film concept, but not perfectly | Option A |
| 71-80 | Good | Fits the film concept very well | |
| 81+ | Excellent | Perfect match with the film concept | Option C |

TITLE FIT (POSTER)

Option A



75

Option B



68

Option C



29

EXPRESS TIMELINES

ONLINE RESEARCH (THEATRICAL & OTT)

| PROCESS | TIMELINES |
|--|-----------|
| Project confirmation & material received | Day 0 |
| Questionnaire administered | Day 2-3 |
| Ormax Title Testing report | Day 5 |

Excluding Sundays & National Holidays

Qualitative Research (FGDs/ DIs) can be conducted at additional cost, to understand marketing cues related to the title options.

EXPRESS TIMELINES

CATI RESEARCH (GEC)

| PROCESS | TIMELINES |
|--|-----------|
| Project confirmation & material received | Day 0 |
| Questionnaire administered | Day 2-5 |
| Ormax Title Testing report | Day 7 |

Excluding Sundays & National Holidays

Qualitative Research (FGDs/ DIs) can be conducted at additional cost, to understand marketing cues related to the title options.



PRODUCT OVERVIEW

Ormax Title Testing

Title evaluation tool for Theatrical, Streaming & Television properties

January 2025



www.ormaxmedia.com



@OrmaxMedia