Audience Research
Exit Interviews
Social Media Listening

Prepared by:
New Zealand Film Commission
Te Tumu Whakaata Taonga
October 2014
The Summary

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NZ FILM
COMMISSION
TE TUMU WHAKAATA TAONGA
The Dead Lands was the top grossing film at the New Zealand box office in its opening weekend (30 Oct-2 Nov 2014; $397,084 gross).

The audience reaction to The Dead Lands has been overwhelmingly positive. The audience that turned up on the opening weekend were more likely to be: Māori, and frequent multiplex cinemagoers, more inclined to see films like The Maze Runner, Gone Girl or Fury.

This audience research highlights the impact of both traditional promotional channels and social media in driving audiences. The Dead Lands opening weekend benefited from strong word of mouth promotion, propelled by the cinema trailer, spread by Facebook. Six weeks ahead of the release date, social media buzz was generated from the Transmission Films Facebook trailer post (12th September), which had over 600k trailer views (compared to 143k on YouTube). Māori were particularly influenced by word of mouth and Facebook conversations.

The audience were primarily motivated by the desire to see a Māori story and Māori culture on the big screen – a film that is uniquely from here, new and different. Māori audiences were interested in supporting and celebrating their culture. Others were interested in supporting a New Zealand film, experiencing pre-European Māori history, seeing Māori actors or just the latest action film.

The cultural significance of The Dead Lands is clearly demonstrated in the audience feedback. A strong sense of pride in Māori culture is evident, particularly amongst young Māori (often non-speakers of Te Reo). Native speakers might occasionally criticise an actor’s accent, but most acknowledge the cultural value of The Dead Lands as a compelling story told on the big screen in Te Reo.
Snapshot of *The Dead Lands* Opening Weekend Exit Interviews
30 October – 2 November 2014

**Overwhelmingly positive audience response**

- **Audience Rating**
  - 8.3 out of 10

  - Most NZ films score 7 out of 10*

- **Strong word of mouth**
  - Driven by cinema trailer, spread by Facebook

  - From friends/word of mouth: 66%
  - Trailer at the cinema: 56%
  - Facebook post/video/trailer: 51%
  - From family/word of mouth: 34%
  - TVe.g.7 Sharp, Breakfast: 29%
  - YouTube: 23%
  - Posters, bus stops: 19%

- **94%** will recommend to friends & family

**Who Went**

- **Average Age**
  - 33.5 years

- **Equally Male:Female**
  - 50% Female
  - 50% Male

- **Strong Māori turnout**
  - Maori: 49%
  - NZ European/Pakeha: 45%
  - Pacific Peoples: 12%
  - Other European: 9%
  - Asian: 6%

**Most commonly – Couples**

- Couplet/with partner: 46%
- With friends: 24%
- With family: 20%
- By myself: 10%

**Frequent Cinemagoers**

- Go to cinema: 10.6 times a year

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Source: Exit Interviews Auckland, Wellington, Christchurch, Rotorua (326)
Research Method & Objectives attached

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* Duncan Petrie & Duncan Stuart “A Coming of Age”, 2008
The Dead Lands Timeline: Social Media & Box Office

Transmission Facebook trailer post ignited audience interest and word of mouth.

Transmission trailer FB post has been the core viewing point and to date has had 654,515 views compared to YouTube (143,027).

Update date: 25 November 2014
Opening Weekend Exit Interviews: The Detailed Results
Audience Profile: Who Went to *The Dead Lands*

**Young**
The opening weekend audience was skewed towards younger age groups – just under half of the audience was aged under 30 years.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-17</td>
<td>4%</td>
</tr>
<tr>
<td>18-24</td>
<td>30%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
</tr>
<tr>
<td>45-54</td>
<td>13%</td>
</tr>
<tr>
<td>55+</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Average Age**: 33.5 years

**Equally Male:Female**
The audience was evenly split between males and females. 50% Female, 50% Male.

**Most commonly – Couples**
Couples were most common followed by going with friends.

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple/with partner</td>
<td>46%</td>
</tr>
<tr>
<td>With friends</td>
<td>24%</td>
</tr>
<tr>
<td>With family</td>
<td>20%</td>
</tr>
<tr>
<td>By myself</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Strong Māori turnout**
49% of the audience identified as Māori which compares to 15% of the total NZ population.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maori</td>
<td>49%</td>
</tr>
<tr>
<td>NZ European/Pakeha</td>
<td>45%</td>
</tr>
<tr>
<td>Pacific Peoples</td>
<td>12%</td>
</tr>
<tr>
<td>Other European</td>
<td>9%</td>
</tr>
<tr>
<td>Asian</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Frequent Cinemagoers**
The opening weekend audience claim to go to the cinema 10 or more times a year, compared to the NZ average of 3 times a year.

<table>
<thead>
<tr>
<th>Go to cinema</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>11+ times</td>
<td>11%</td>
</tr>
<tr>
<td>6-10 times</td>
<td>22%</td>
</tr>
<tr>
<td>3-5 times</td>
<td>31%</td>
</tr>
<tr>
<td>2 times</td>
<td>15%</td>
</tr>
<tr>
<td>1 times</td>
<td>10%</td>
</tr>
<tr>
<td>None</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Average Age**: 33.5 years

Base: All Exit Survey respondents (326) *Note: Nielsen 2013*
Audience Profile: Preferred Genres

Action-skewed audience
Action is the preferred genre of the opening weekend audience, followed by comedy, drama, sci-fi and ‘all types’.

Q. What types/genres of movies do you most like to go and see at the cinema?

- Action: 48%
- All types: 29%
- Comedy: 23%
- Drama: 13%
- Sci-Fi: 10%
- Horror: 9%
- Thriller: 6%
- Romantic/Romcom: 5%
- NZ films: 4%
- Animation/Children's: 3%
- Fantasy: 3%
- Documentary: 3%
- Maori films: 3%
- Adventure: 3%
- Family: 3%
- Historical: 2%
- War: 2%
- Martial arts: 1%
- Arthouse: 1%
- Other: 3%

Base: All Exit Survey respondents – answered question (231)
Mainstream & Hollywood titles such as *The Maze Runner*, *Gone Girl* and *TMNT* dominate the recent films seen by *The Dead Lands* opening weekend audience.
Audience Insight: How Did You Hear About *The Dead Lands*?

Strong word of mouth driven by cinema trailer, spread by social media especially Facebook. Under 30 audience more influenced by social media (Facebook, YouTube), while 50+ audience more influenced by TV.

All the great feedback from friends and because I’m Māori and love the fact that the movie is based on Māoritanga. And I haven’t seen a movie about Māoris since Utu.

The tikanga of Te Reo, the taonga of the tipuna [The essence of Maori language, the prized possessions of the ancestors]

I wanted to know more about Māori culture

Māori were significantly more influenced by word of mouth from friends (75%), family (50%) and social media (68% saw Facebook post). Much less influenced by the cinema trailer (41%).

Base: All Exit Survey respondents – answered question (294)
Audience Insight: Why did you see *The Dead Lands*?

The audience was mostly motivated by a desire to see a Māori story, culture, history and the actors. Supporting a NZ film was also common. Endorsement from family and friends is critical.

Q. How did you end up choosing to see *The Dead Lands*?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Māori culture/story/actors</td>
<td>37%</td>
</tr>
<tr>
<td>Partner/Friend/family recommended</td>
<td>24%</td>
</tr>
<tr>
<td>Support/Like NZ film</td>
<td>17%</td>
</tr>
<tr>
<td>Looked interesting/exciting/cool</td>
<td>15%</td>
</tr>
<tr>
<td>Trailer</td>
<td>8%</td>
</tr>
<tr>
<td>Convenient session time</td>
<td>5%</td>
</tr>
<tr>
<td>TV</td>
<td>2%</td>
</tr>
<tr>
<td>Reviews</td>
<td>2%</td>
</tr>
<tr>
<td>Action/fighting</td>
<td>2%</td>
</tr>
<tr>
<td>Facebook</td>
<td>2%</td>
</tr>
<tr>
<td>Date night</td>
<td>1%</td>
</tr>
<tr>
<td>Māori culture</td>
<td>13%</td>
</tr>
<tr>
<td>Māori story</td>
<td>10%</td>
</tr>
<tr>
<td>Māori actors</td>
<td>6%</td>
</tr>
<tr>
<td>Early Māori/pre-European history</td>
<td>5%</td>
</tr>
<tr>
<td>In Te Reo</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: All Exit Survey respondents – answered question (315)
Audience Reaction: Overall Rating & Recommendation

Average Rating

8.3 out of 10

This is a very strong result. In comparison, most NZ films score 7 out of 10*

Average Rating:
- 10: 32%
- 9: 16%
- 8: 25%
- 7: 17%
- 6: 6%
- 5: 3%
- 4: 1%
- 3: 1%
- 2: 1%
- Hate It = 1: 0%

Q. What is your reaction to The Dead Lands overall?

Almost everyone would recommend The Dead Lands to friends and family

Q. How likely are you to recommend The Dead Lands to friends and family?

Almost everyone would recommend The Dead Lands to friends and family: Yes-definitely

Those more likely to give The Dead Lands a higher rating include:
- Māori
- Pasifika
- Under 20 year olds
- Wellington audience
- Rotorua audience
- Went to Event Manukau

* Duncan Petrie & Duncan Stuart “A Coming of Age”, 2008

Base: All Exit Survey respondents (326)
Audience Reaction: Three Words to Describe *The Dead Lands*

Q. What are 3 three words to describe *The Dead Lands* to someone who hasn’t seen it?

Those who have seen *The Dead Lands* will tell their friends and family that it is an “awesome”, “mean” (good), “violent”, Māori action film.

Note: The size of the word corresponds to the frequency that the word was mentioned.
Audience Reaction: Overwhelming Positive Response from Māori

• Highly positive response from Māori, who mostly rated the film 9 or 10 out of 10 (average of 8.6)

• The Dead Lands was very much a whanau focused event. Just under half (47%) went to the opening weekend in a couple and 31% went with family.

• Even more so than the opening weekend audience as a whole, Māori audience interest and motivation was ignited by word of mouth by friends and family, and spread by social media. Almost all Māori who attended on opening weekend had talked about the film with friends or family, and 68% saw a Facebook post (c.f. 41% total audience).

• Essentially there were two core audience segments on opening weekend: Māori and very frequent cinema goers. Hence, highly engaged participation in social media/social conversation, yet fewer Māori had seen the cinema trailer.

“Mana te Māori Ka pai”
[“Proud to be Māori. Good”]
(25-29 yo Māori male, last film seen was Transformers 4)

“All the great feedback from friends and because I'm Māori and love the fact that the movie is based on Maoritanga. And I haven't seen a movie about Māori since Utu.”
(20-24 yo Māori male, last films seen were Step Up 3, Let's Be Cops)

“I went for the culture because I'm Maori- and I don't know much about my ancestors”
(20-24 yo Māori female, last films seen was Dracula)
Audience Reaction: Final Comments

Q. Any final comments about The Dead Lands?

“Awesome seeing traditional Māori in Cinema. Exciting”
(20-24 yo NZ European/Pakeha female, last films seen were The Maze Runner & Lucy)

“Something I’ve always wanted to see. Pre-European Māori.”
(30-34 yo NZ European/Pakeha male, last film seen was Guardians of the Galaxy)

“We really enjoyed it. We got a lot out of it. It was a good movie.”
(50-54 yo NZ European/Pakeha female, last films seen were The Dark Horse, Guardians of the Galaxy)

“Rawe rawa atu! Hatakehi! Wera nga tama”
[“Really awesome! Hard case! Hot guys”]
(20-24 yo Māori / NZ European/Pakeha female, last films seen were The Maze Runner & Lucy)

“He mea nui te ao Maori ki au, I have a big passion towards my Māori culture”
(18-19 yo Māori male, hasn’t been to cinema in last 12 mths)

Note: The size of the word corresponds to the frequency that the word was mentioned.

Base: All Exit Survey respondents – answered question (231)
Social Media Listening
1 September – 23 November 2014
Summary

The Dead Lands – Digital Media
1st September – 23rd November 2014

The majority of The Dead Lands mentions can be attributed to the Transmission Films Facebook trailer post which was made on 12th September. This version of the trailer has been the core viewing point and to date has had a total of 654,515 views compared to the YouTube version which has 143,027. In terms of mentions, shares of this post account for a substantial 62% (7,265) of the recorded total.

Reaction to the release of The Dead Lands was overwhelmingly favourable, with 38% of recorded mentions for the period classified positive, 62% neutral, and .01% negative between film launch and 3rd November. Negative mentions were did not extend beyond basic news article shares from Maori news sources reporting academic interpretation of cultural aspects of the film; Te Karere and Waatea (click word to view article).

Since launch, trailer shares and positive reactions have continued with the only significant increase in mentions coming from the announcement of the screening at Brisbane Asia Pacific Film Festival.
The Dead Lands: Mention Volume Trend

The Dead Lands Toronto Review is released and shared via social media.

Transmission Films Facebook page posts The Dead Lands trailer which is widely shared.

The Dead Lands: Mentions by Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>6,684</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,738</td>
</tr>
<tr>
<td>Blogs &amp; Niche Websites</td>
<td>96</td>
</tr>
<tr>
<td>Mainstream News</td>
<td>63</td>
</tr>
<tr>
<td>Forums</td>
<td>19</td>
</tr>
<tr>
<td>Videos</td>
<td>13</td>
</tr>
<tr>
<td>Comments</td>
<td>8</td>
</tr>
</tbody>
</table>

Total mentions: 8,621

Mentions are dominated by international and domestic shares and reaction to The Dead Lands trailer posted on the Transmission Films Facebook page.

Reaction to the post initially spiked over 12th/13th September and has continued steadily up until 15th October.

To date, the post has had 654,444 trailer views, 23,420 shares and 14,225 Likes. It is worth noting that in comparison to this, the additional online trailer housed on YouTube has received lower engagement with 67,665 views.

Outside of this, mainstream news reporting early international reviews and anticipation for the launch has been steady since 5th September. Sources range from global outlets such as Vanity Fair and Hollywood Reporter to all New Zealand news channels.
Pre-Release

The Dead Lands – Digital Media
15th October – 3rd November, 2014

The Dead Lands: Mention Volume Trend

Positive comments and reaction to the film being released.

The Dead Lands: Mentions by Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,720</td>
</tr>
<tr>
<td>Twitter</td>
<td>505</td>
</tr>
<tr>
<td>Blogs &amp; Niche Websites</td>
<td>28</td>
</tr>
<tr>
<td>Mainstream News</td>
<td>24</td>
</tr>
<tr>
<td>Comments</td>
<td>20</td>
</tr>
<tr>
<td>Forums</td>
<td>8</td>
</tr>
<tr>
<td>Videos</td>
<td>8</td>
</tr>
</tbody>
</table>

Total mentions: 2,313

Reaction to the release of The Dead Lands has been overwhelmingly favourable, with 38% of recorded mentions for the period classified positive, 62% neutral, and .01% negative.

Positive mentions have largely been exclamations via Facebook, endorsing the film. Neutral mentions are dominated by ongoing trailer shares from the Transmission Films post made on 12th September. For the reported period alone there were 1,001 recorded shares of this trailer, equating to substantial audience reach via Facebook.

Negative mentions for the period focussed purely on the academic interpretations of Te Reo use and well as negative Maori stereotyping. Mentions of this nature have not extended beyond basic news article shares from Maori news sources reporting the angle; Te Karere and Waatea (click word to view article).
The Dead Lands – Digital Media
3rd November – 12th November, 2014

The Dead Lands: Mention Volume Trend

Screening at Brisbane Asia Pacific Film Festival announced via The Dead Lands Facebook page.

The Dead Lands: Mentions by Media

<table>
<thead>
<tr>
<th>Medium</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>377</td>
</tr>
<tr>
<td>Twitter</td>
<td>195</td>
</tr>
<tr>
<td>Comments</td>
<td>17</td>
</tr>
<tr>
<td>Mainstream News</td>
<td>10</td>
</tr>
<tr>
<td>Blogs &amp; Niche Websites</td>
<td>8</td>
</tr>
<tr>
<td>Forums</td>
<td>4</td>
</tr>
<tr>
<td>Videos</td>
<td>1</td>
</tr>
</tbody>
</table>

For the reported period trailer shares remained prominent, accounting for 27% (168) of the total mentions recorded. These were largely driven by the continued presence of the Transmission Films trailer post which to date has had 654,570 views.

11th November saw The Dead Lands Facebook page make a post regarding a screening of the film at the Brisbane Asia Pacific Film Festival. Recorded shares of this particular post generated a mention spike, accounting for 11% (68) of total mentions for the period.

There were also 2 additional prominent mention trends with a parody trailer emerging on YouTube. Shares and comments on this accounted for 11% (65) of mentions. To date the parody trailer has had 9,860 views. As well as this, the films box office success generated conversation with 49 (8%) of mentions referencing the fact The Dead Lands had topped the New Zealand box office.

Total mentions: 612
Appendix:
*The Dead Lands* Audience Research: Objectives & Method

- To further enhance our understanding of New Zealand film audiences, the New Zealand Film Commission has undertaken audience exit interviews during the opening weekend of *The Dead Lands*. Ahead of the opening weekend, social media listening was in place from 1st September in collaboration with OMD.

- Exit Interviews: A total 326 interviews were completed during the opening weekend (30 October – 2 November 2014) in Auckland, Wellington, Christchurch and Rotorua. Interviews were undertaken by Angus & Associates, an independent research consultancy. The following cinemas were included:
  - Event Manukau
  - Rialto Newmarket
  - Event Albany
  - Hoyts Sylvia Park
  - Reading Courtney Place
  - Embassy Wellington
  - Reading Palms
  - Hoyts Riccarton
  - Readings Rotorua