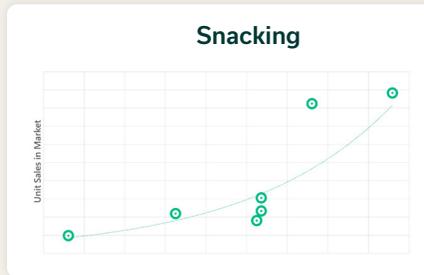
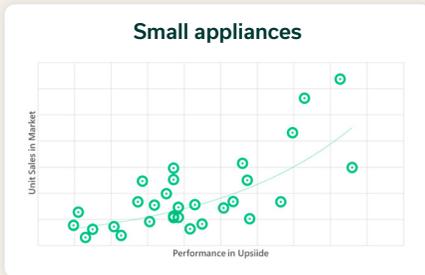


Should you trust the 'experts'?

THE OSCARS CASE STUDY

We are often asked to demonstrate the ability of Upside's proprietary Idea Score to predict the in-market performance of innovations.

We have conducted multiple analyses across numerous categories proving this.



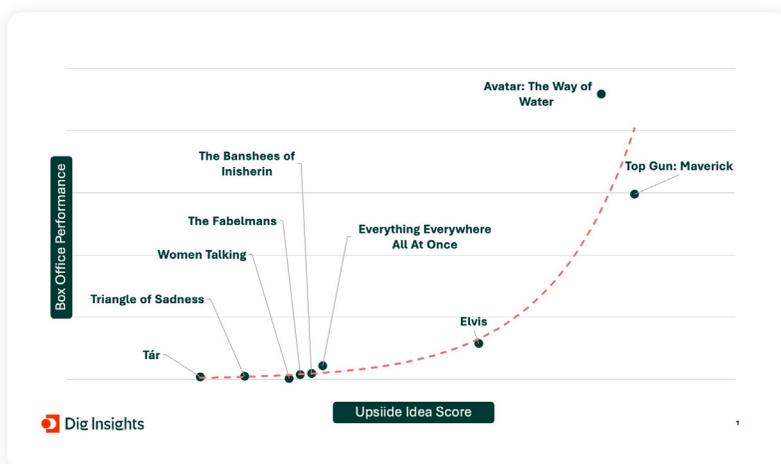
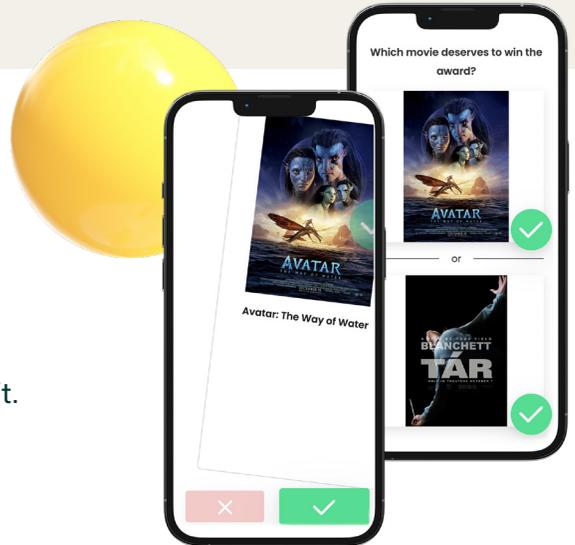
The in-market volumetric data is usually confidential, so we share blinded examples.

But we were curious to see if Idea Score could predict the in-market performance of publicly available data. So we picked movies. Specifically, the box office data of Oscar nominated movies.

What did we do?

In March 2023 (before the Academy Awards ceremony) we asked a representative sample of 200 Americans aged 18+ to complete an Idea Screen exercise on the **Best Picture nominees for the 2023 Oscars**, swiping *right* if thought the film deserved to win an Academy Award and *left* if they didn't.

The results – Idea Score and box office performance correlate with 0.88.



That means the films that were rated highest by our panel of the general public also performed the best at the box office.

The other interesting finding: *Everything Everywhere All at Once* won best film. It deserved to win, it was an awesome film. But it wasn't the winner at the box office, or in our idea screening.

Why does this matter?

Internal client teams are a bit like those who vote for the Academy of Motion Picture Arts and Sciences; they are experts in their categories. They can identify truly brilliant ideas that deserve to win.

But the experts aren't the real consumers who are putting down their hard-earned cash. And in this case, the general public didn't feel like doing laundry and taxes as much as visiting Pandora.

Upside allows your internal teams to supplement their deep category expertise with a clear view of what consumers want.

Winning movie according to critics

Winning movie according to respondents and box office sales

