



“GATTACA PRODUCTIONS”

TITLES:

1. Taking The Wheel **TITLE A**
2. Drive **TITLE B**
3. Who Am I? **TITLE C**

Tagline:

1. Sometimes taking a wrong turn can put you on the right track. **TAGLINE C**
2. Sometimes we need to drive in order to strive. **TAGLINE G**
3. When life turns right, turn left. **TAGLINE L**

Synopsis:

Thinking a new car will win him friends and respect, Charlie, a high school drop out, learns the hard way that both are earned not bought. **SYNOPSIS SYNOPSIS S**

Charlie, a high school drop out must find his way to strive in life. As a way to prove to himself that he can achieve anything, he attempts to earn his way up to a new car. However, life may not always be on his side. **SYNOPSIS I**

Charlie, a high school drop out, figures out his life and finds the one thing he wants the most. With determination and pride, can he earn his way to a new car? **SYNOPSIS B**

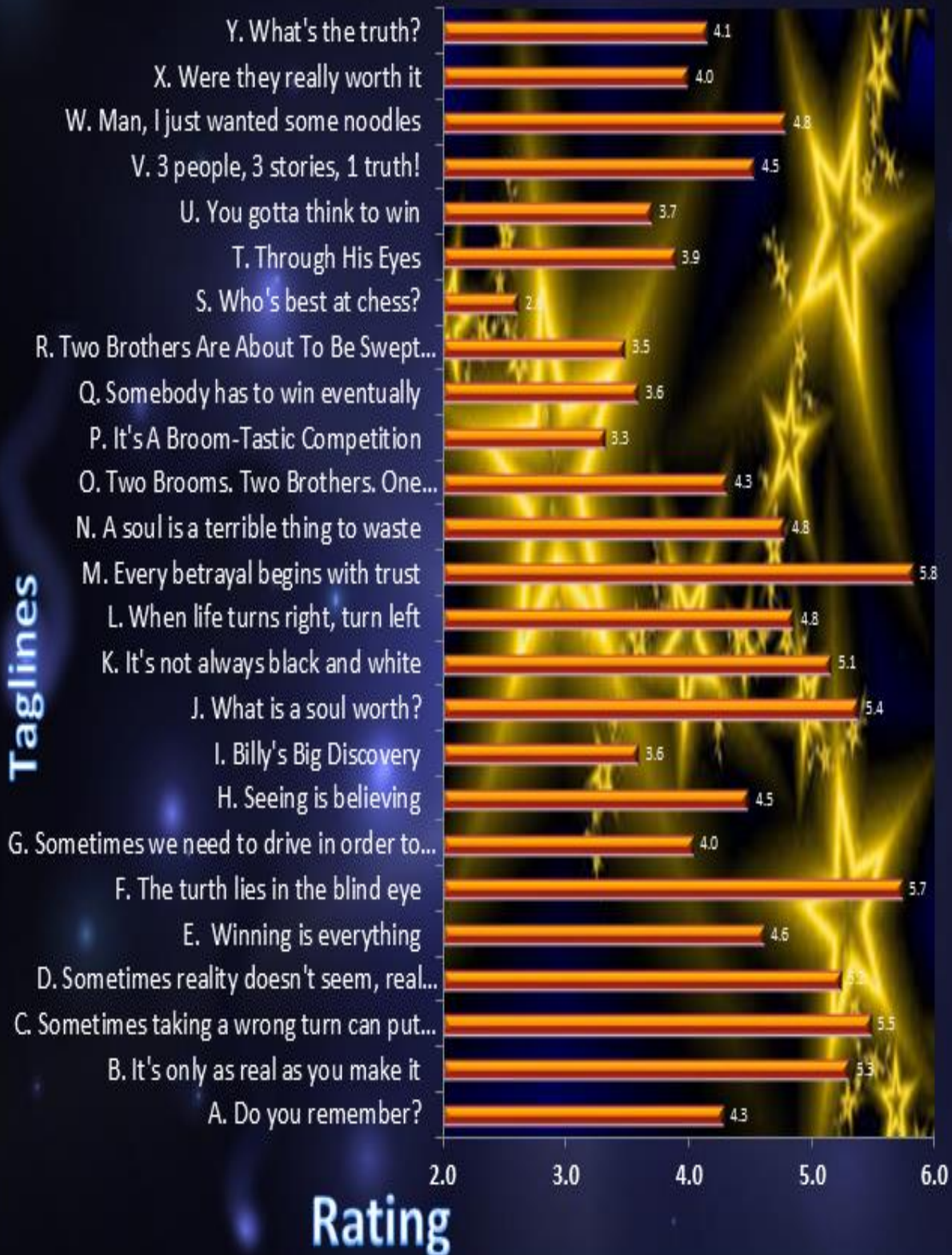
Synopses



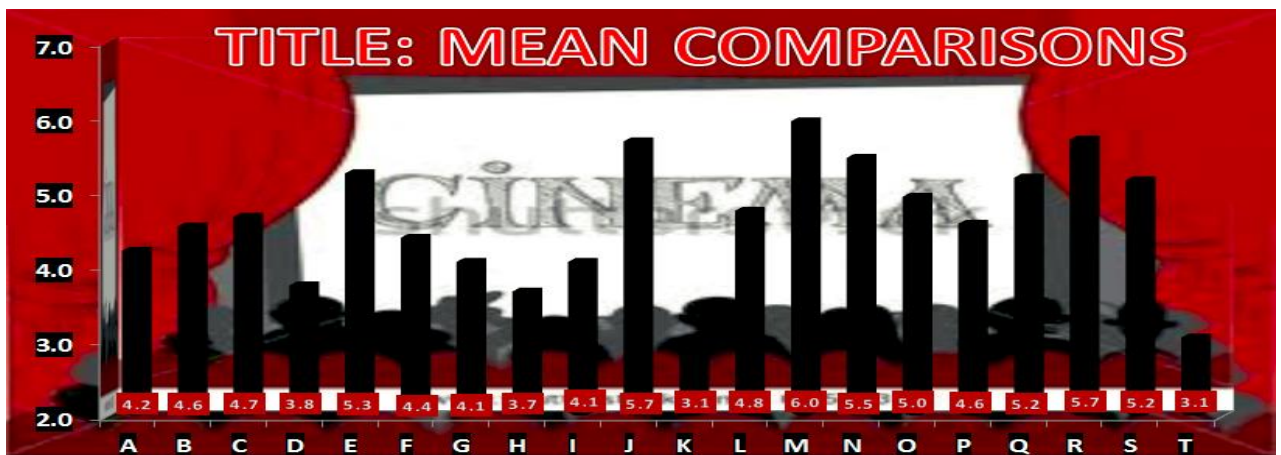
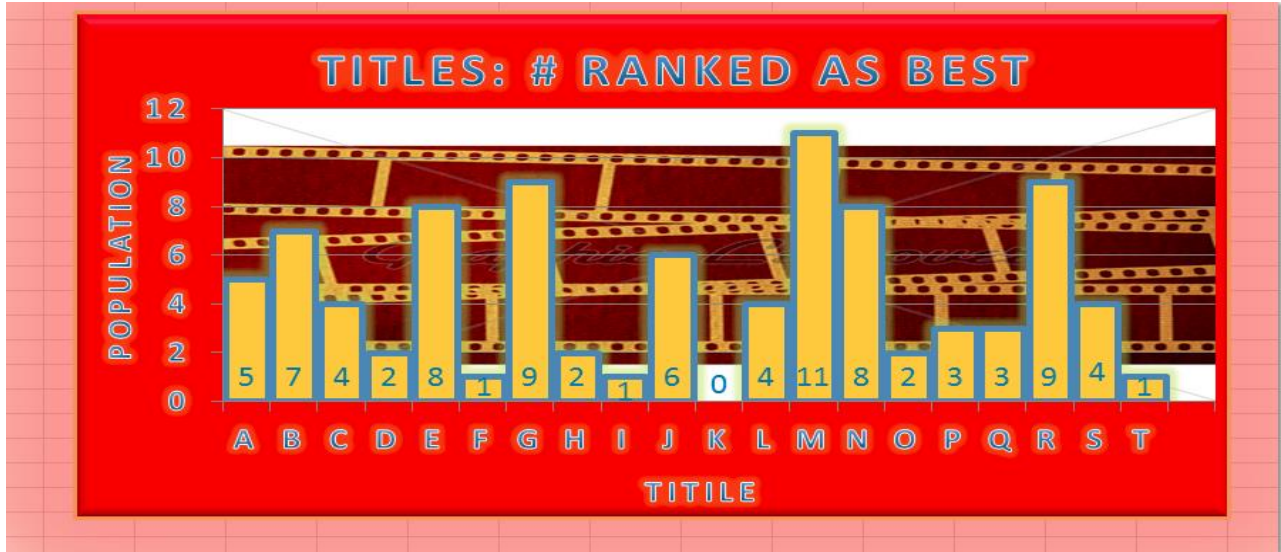
Taglines



Film Taglines: Mean Comparison



Titles



TAKING THE WHEEL **TITLE A**



ALL

<i>Title A</i>	
Mean	4.2
Median	4.0
Standard Deviation	2.3
Minimum	1.0
Maximum	10.0
Sum	382.0
Count	90.0

FEMALE

TITLES A	
Mean	4.2
Median	4.5
Maximum	10
Minimum	1

MALE

TITLES A	
Mean	4.3
Median	4
Maximum	10
Minimum	1

DRIVE TITLE B



ALL

Title B	
Mean	4.6
Median	4.0
Standard Deviation	2.8
Minimum	1.0
Maximum	14.0
Sum	416.0
Count	90.0

FEMALE

TITLES B	
Mean	4.8
Median	5
Maximum	10
Minimum	1

MALE

TITLES B	
Mean	4.5
Median	4
Maximum	10
Minimum	1

WHO AM I? TITLE C



ALL

Title C	
Mean	4.8
Median	5.0
Standard Deviation	2.4
Minimum	1.0
Maximum	10.0
Sum	432.0
Count	90.0

FEMALE

TITLES C	
Mean	4.8
Median	5
Maximum	10
Minimum	1

MALE

TITLES C	
Mean	4.8
Median	5
Maximum	10
Minimum	1

TAGLINES:

- SOMETIMES TAKING A WRONG TURN CAN PUT YOU ON THE RIGHT TRACK. **TAGLINE C**



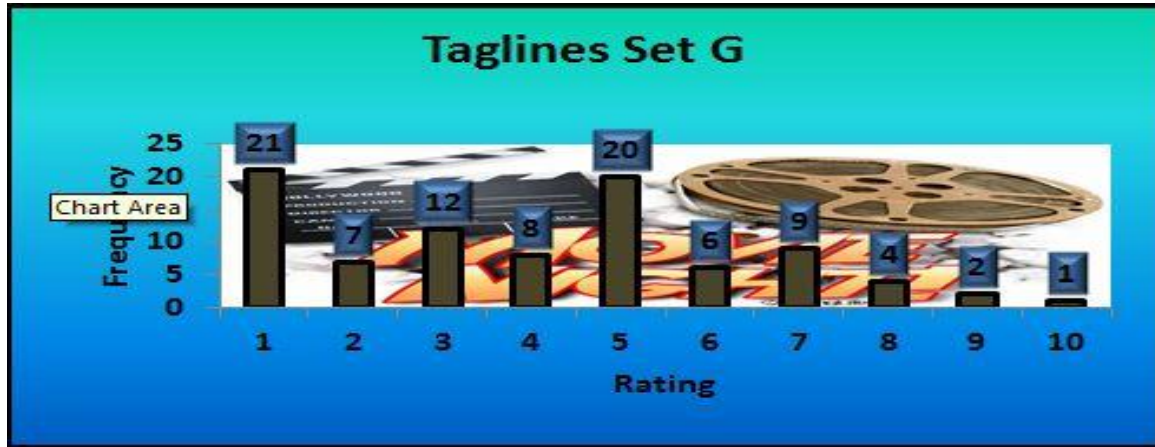
ALL

TAGLINE C	
Mean	5.5
Median	6.0
Standard Deviation	2.5
Minimum	1.0
Maximum	10.0
Sum	492.0
Count	90.0

TAGLINES C	
Mean	5.2
Median	6
Maximum	10
Minimum	1

FEMALE

- SOMETIMES WE NEED TO DRIVE IN ORDER TO STRIVE TAGLINE G



ALL

TAGLINE G	
Mean	4.0
Median	4.0
Standard Deviation	2.4
Minimum	1.0
Maximum	10.0
Sum	362.0
Count	90.0

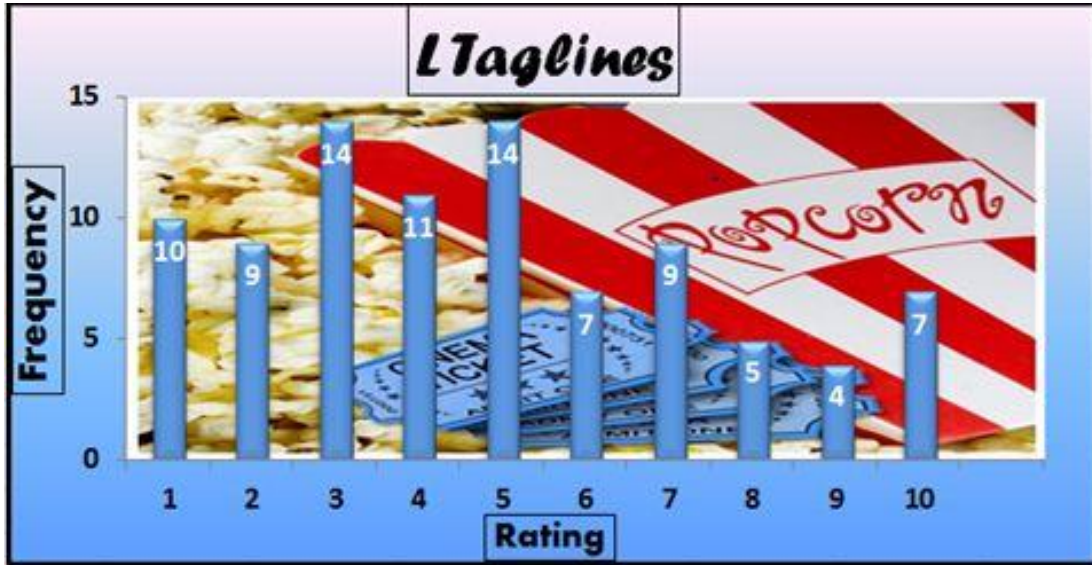
FEMALES

TAGLINES G	
Mean	3.9
Median	4
Maximum	8
Minimum	1

MALES

TAGLINES G	
Mean	4.3
Median	4
Maximum	10
Minimum	1

WHEN LIFE TURNS RIGHT, TURN LEFT. TAGLINE L



ALL

TAGLINE L	
Mean	4.8
Median	5.0
Standard Deviation	2.7
Minimum	1.0
Maximum	10.0
Sum	435.0
Count	90.0

TAGLINES L	
Mean	4.6
Median	4
Maximum	10
Minimum	1

FEMALES

TAGLINES L	
Mean	4.8
Median	5
Maximum	10
Minimum	1

MALES

Thinking a new car will win him friends and respect, Charlie, a high school drop out, learns the hard way that both are earned not bought. SYNOPSIS SYNOPSIS S

ALL

SYNOPSIS S	
Mean	4.7
Median	5.0
Standard Deviation	2.6
Minimum	1.0
Maximum	10.0
Sum	425.0
Count	90.0

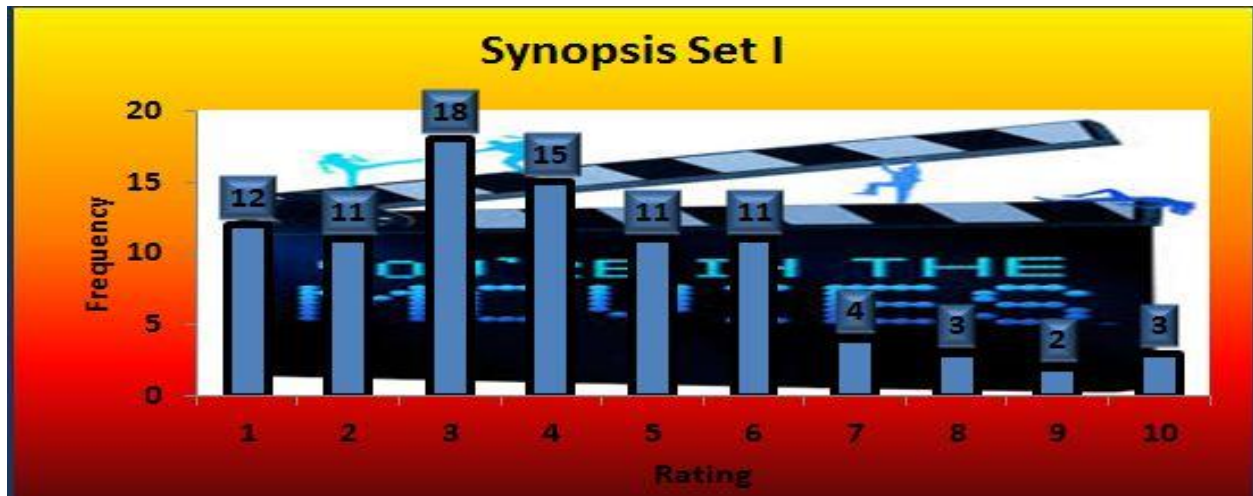
SYNOPSIS S	
Mean	4.5
Median	5
Maximum	10
Minimum	1

FEMALES

SYNOPSIS S	
Mean	4.9
Median	5
Maximum	10
Minimum	1

MALES

CHARLIE, A HIGH SCHOOL DROP OUT MUST FIND HIS WAY TO STRIVE IN LIFE. AS A WAY TO PROCE HIMSELF THAT HE CAN ACHIEVE ANYTHING, HE ATTEMPTS TO EARN HIS WAY UP TO A NEW CAR. HOWEVER, LIFE MAY NOT ALWAYS BE ONE HIS SIDE. **SYNOPSIS I**



ALL

SYNOPSIS I	
Mean	4
Median	4
Standard Deviation	2
Minimum	1
Maximum	10
Sum	369
Count	90

FEMALES

SYNOPSIS I	
Mean	4
Median	3
Maximum	10
Minimum	1

SYNOPSIS I	
Mean	4.2
Median	4
Maximum	10
Minimum	1

MALES

A HIGH SCHOOL DROP OUT, CHARLIE, FIGURES OUT HIS LIFE AND FINDS ONE THING HE WANTS THE MOST. WITH DETERMINATION AND PRIDE, CAN HE EARN HIS WAY TO A NEW CAR? **SYNOPSIS B**



ALL

SYNOPSIS B	
Mean	5.3
Median	5.0
Standard Deviation	2.3
Minimum	1.0
Maximum	10.0
Sum	476.0
Count	90.0

FEMALES

SYNOPSIS B	
Mean	3.3
Median	3
Maximum	10
Minimum	1

SYNOPSIS B	
Mean	3.8
Median	4
Maximum	10
Minimum	1

MALES