

# “WORLD WAR III PRODUCTIONS”

## TITLES:

- A FOOL’S GAME **TITLE J**
- THE CHESS PLAYERS **TITLE K**
- DATE WANTED **TITLE L**

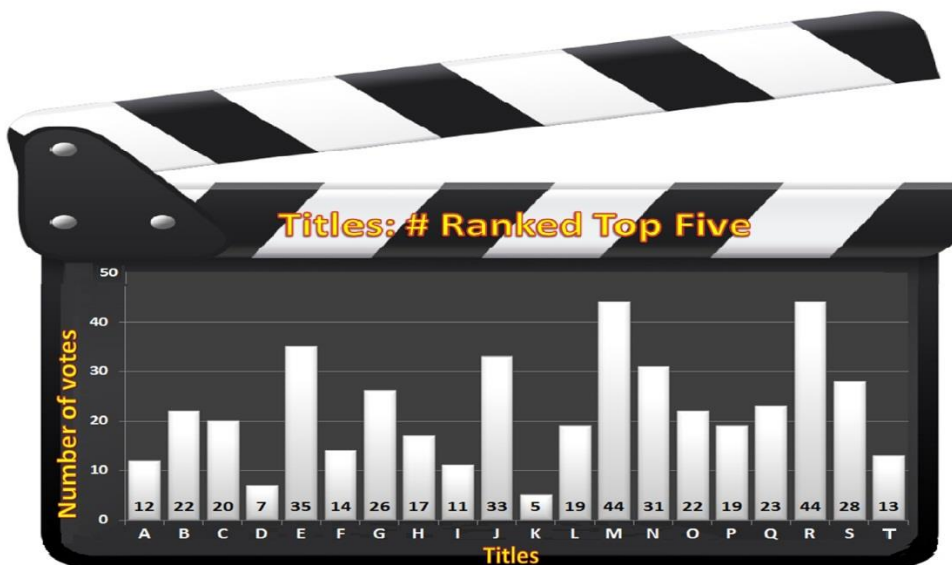
## TAGLINES:

- SOMEBODY HAS TO WIN EVENTUALLY **TAGLINE Q**
- WINNING IS EVERYTHING **TAGLINE E**
- IT’S NOT ALWAYS BLACK AND WHITE **TAGLINE K**
- YOU GOTTA THINK TO WIN. **TAGLINE U**
- WHO’S BEST AT CHESS? **TAGLINE S**

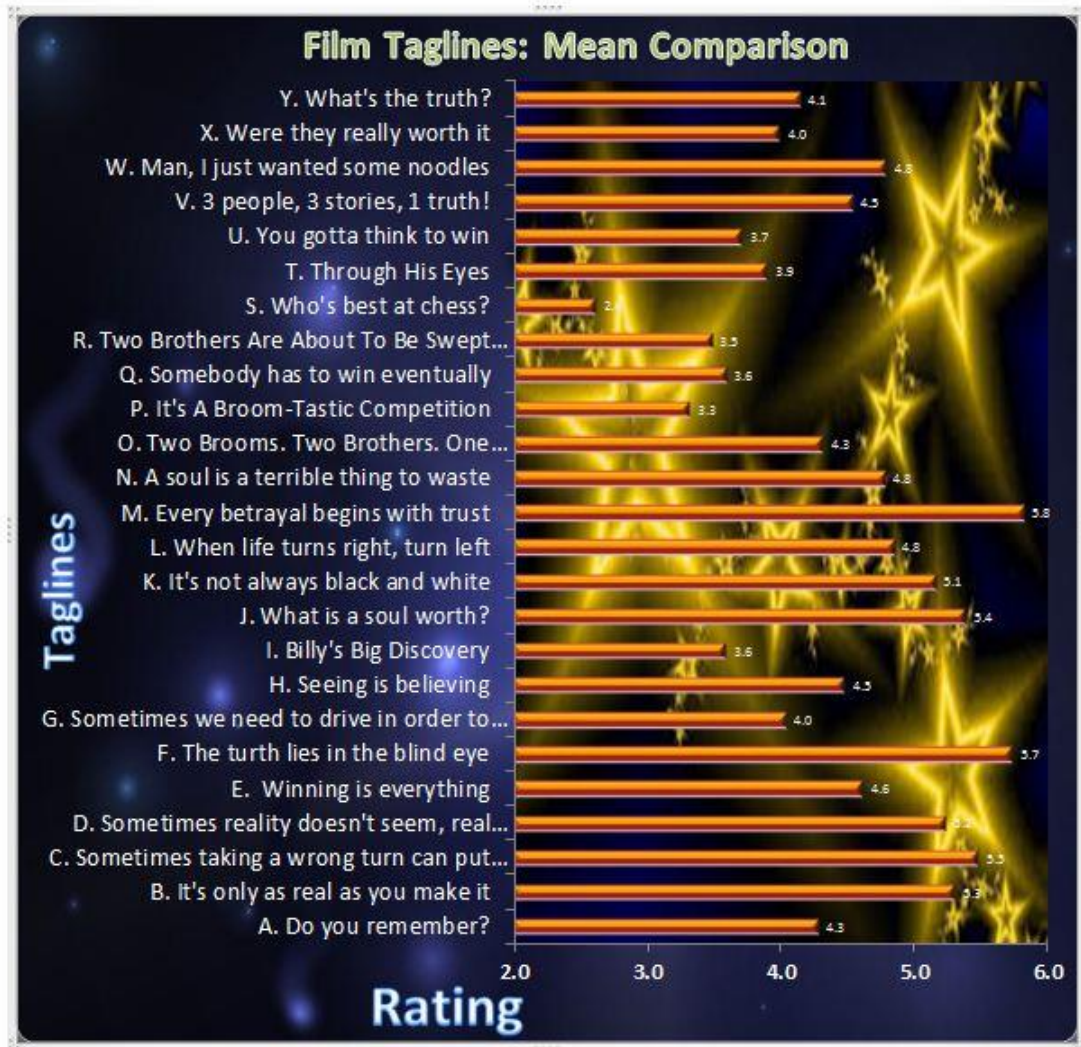
## SYNOPSIS:

- WITH HOMECOMING FAST APPROACHING, CAMERON AND KEVIN, ARE DATELESS... BOTH HAVE EYES FOR THE SAME GIRL... THEY DECIDE TO SETTLE THIS... WHO WILL WIN? **SYNOPSIS A**
- HIGH SCHOOL BUDDIES CAMERON AND KEVIN ARE GETTING READY FOR... THE HOMECOMING DANCE... THE GIRL THEY WANT TO ASK IS THE SAME GIRL FOR BOTH... THEIR FRIENDSHIP IN JEOPARDY... THE ONLY WAY TO SETTLE THIS... A GAME OF CHESS... WHO WILL WIN? **SYNOPSIS G**
- TWO HIGH SCHOOL FRIENDS CAMERON AND KEVIN ARE APPROACHING A VERY IMPORTANT EVENT, THE HOMECOMING DANCE. A CONFLICT OF INTEREST ARISES; THEIR FRIENDSHIP IS IN JEOPARDY. WILL THEY LEAVE IT ALL UP TO A GAME OF CHESS? **SYNOPSIS L**

# SYNOPSSES RESULTS (LARGER DISPLAYS PROVIDED UNDER SEPARATE COVER)



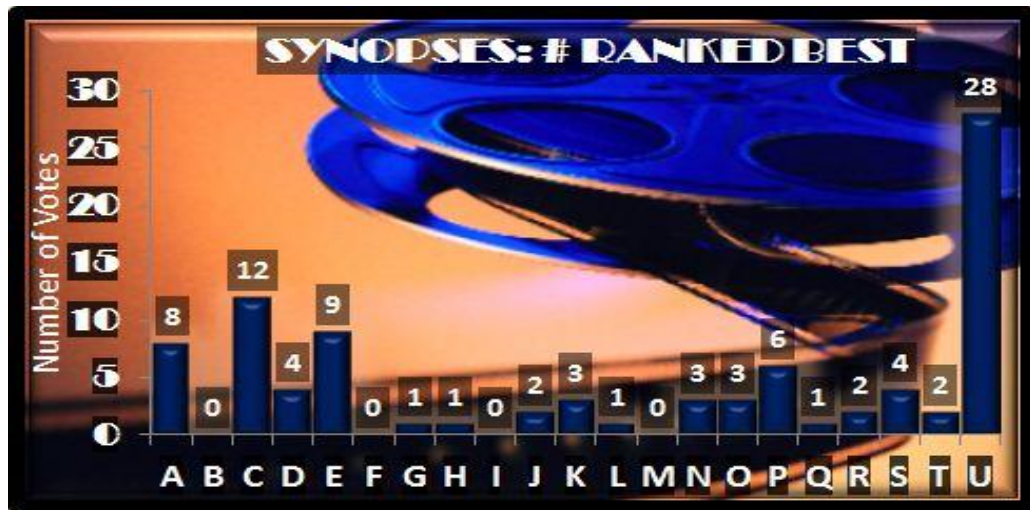
## TAGLINES RESULTS (LARGER DISPLAYS PROVIDED UNDER SEPARATE COVER)







# TITLES RESULTS (LARGER DISPLAYS PROVIDED UNDER SEPARATE COVER)



## E. WINNING IS EVERYTHING



TAGLINE E	
Mean	4.6
Median	4.0
Standard Deviation	2.7
Minimum	1.0
Maximum	10.0
Sum	414.0
Count	90.0

MALES

ALL

FEMALES

TAGLINES E	
Mean	5.8
Median	6
Maximum	10
Minimum	1

TAGLINES E	
Mean	3.6
Median	4
Maximum	10
Minimum	1

Q. SOMEBODY HAS TO WIN EVENTUALLY



TAGLINE Q	
Mean	3.6
Median	3.0
Standard Deviation	2.3
Minimum	1.0
Maximum	9.0
Sum	322.0
Count	90.0

MALES

TAGLINES Q	
Mean	4.1
Median	4
Maximum	8
Minimum	1

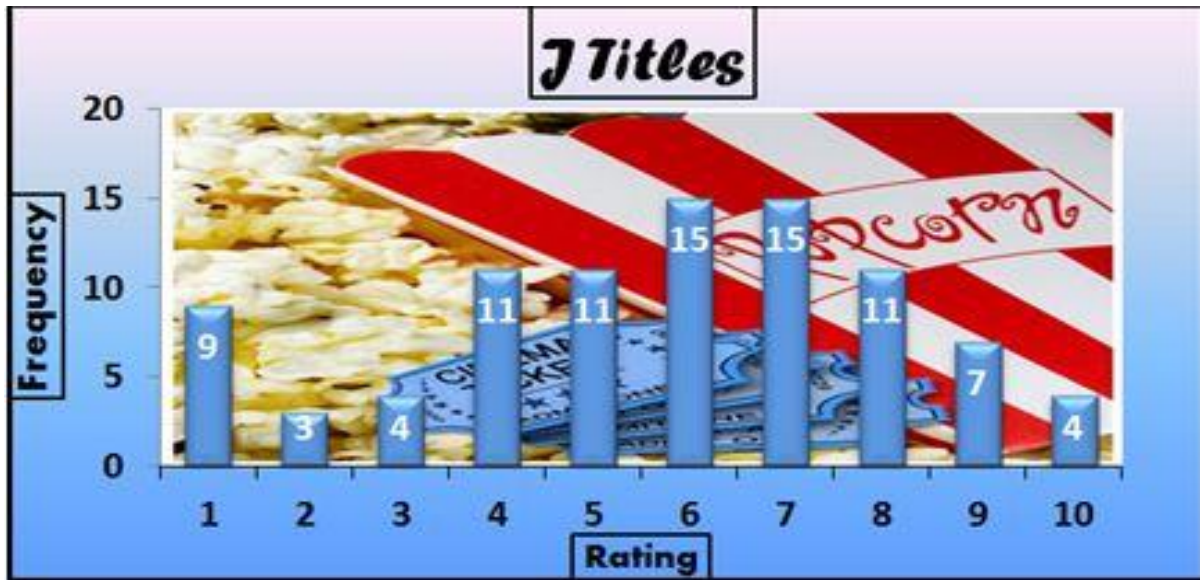
ALL

FEMALES

TAGLINES Q	
Mean	3.0
Median	2
Maximum	9
Minimum	1



## J. A FOOL'S GAME



MALES

FEMALES

TITLES J	
Mean	5.7
Median	6
Maximum	10
Minimum	1

TITLES J	
Mean	5.7
Median	6
Maximum	10
Minimum	1

ALL

Title J	
Mean	5.7
Median	6.0
Standard Deviation	2.5
Minimum	1.0
Maximum	10.0
Sum	512.0
Count	90.0



K. IT'S NOT ALWAYS BLACK AND WHITE.



Title K	
Mean	3.1
Median	3.0
Standard Deviation	2.2
Minimum	1.0
Maximum	10.0
Sum	276.0
Count	90.0

MALES

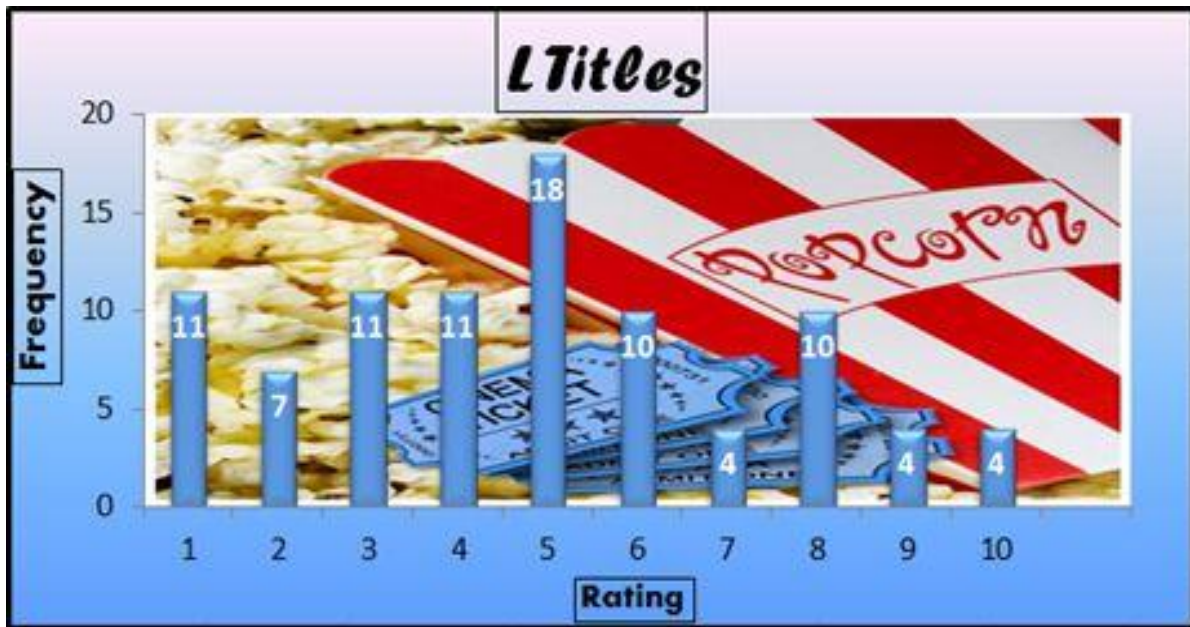
ALL

FEMALES

TAGLINES K	
Mean	5.3
Median	5
Maximum	10
Minimum	1

TAGLINES K	
Mean	5.0
Median	5
Maximum	10
Minimum	1

## L. DATE WANTED



### MALES

TITLES L	
Mean	4.7
Median	5
Maximum	10
Minimum	1

### FEMALES

TITLES L	
Mean	5.0
Median	5
Maximum	10
Minimum	1

### ALL

Title L	
Mean	4.8
Median	5.0
Standard Deviation	2.5
Minimum	1.0
Maximum	10.0
Sum	436.0
Count	90.0

A. WITH HOMECOMING FAST APPROACHING, CAMERON AND KEVIN, ARE DATELESS... BOTH HAVE EYES FOR THE SAME GIRL... THEY DECIDE TO SETTLE THIS... WHO WILL WIN?



MALES

SYNOPSIS A	
Mean	5.4
Median	6
Maximum	10
Minimum	1

FEMALES

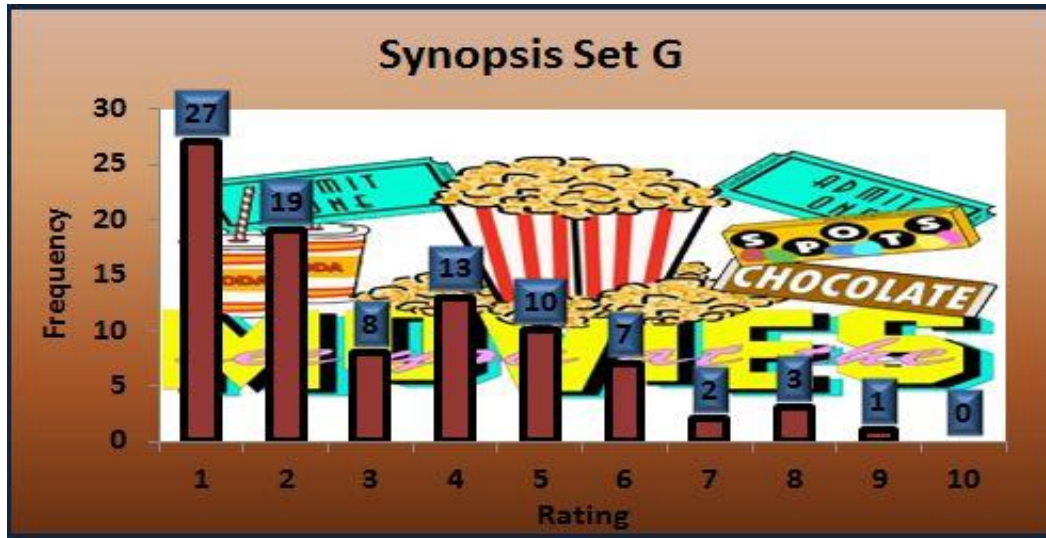
SYNOPSIS A	
Mean	5.1
Median	6
Maximum	10
Minimum	1

ALL

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



G. HIGH SCHOOL BUDDIES CAMERON AND KEVIN ARE GETTING READY FOR... THE HOMECOMING DANCE... THE GIRL THEY WANT TO ASK IS THE SAME GIRL FOR BOTH... THEIR FRIENDSHIP IN JEOPARDY, THE ONLY WAY TO SETTLE THIS... A GAME OF CHESS... WHO WILL WIN?



FEMALES

MALES

SYNOPSIS G	
Mean	2.9
Median	2
Maximum	8
Minimum	1

SYNOPSIS G	
Mean	3.4
Median	3
Maximum	9
Minimum	1

ALL

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

L. TWO HIGH SCHOOL FRIENDS CAMERON AND KEVIN ARE APPROACHING A VERY IMPORTANT EVENT, THE HOMECOMING DANCE. A CONFLICT OF INTEREST ARISES; THEIR FREINDNSHIP IS IN JEOPARDY. WILL THEY LEAVE IT ALL UP TO A AME OF CHESS?



SYNOPSIS L	
Mean	3.6
Median	3
Maximum	10
Minimum	1

FEMALES

SYNOPSIS L	
Mean	4.2
Median	4
Maximum	9
Minimum	1

ALL

MALE

SYNOPSIS A	
Mean	4.3
Median	4.0
Standard Deviation	2.5
Minimum	1.0
Maximum	10.0
Sum	384.0
Count	90.0

# Males

S. WHO'S BEST AT CHESS?

TAGLINES S	
Mean	2.9
Median	2
Maximum	7
Minimum	1

U. YOU GOTTA THINK TO WIN.

TAGLINES U	
Mean	3.6
Median	4
Maximum	9
Minimum	1

# Females

TAGLINES S	
Mean	2.4
Median	1
Maximum	9
Minimum	1

TAGLINES U	
Mean	3.8
Median	8
Maximum	3
Minimum	1