

**PREMIUM REPORT
EMOTIONTRAC
PRE-LITIGATION TESTING
“High Speed Rollover”
October 2021**

[Link to video delivered to panel audience](#)

Background & Purpose

In preparation for Jury Selection and Case Strategy in this personal injury case, it was agreed to test a “case prep” reel of assets including opening/closing remarks, pictures of the Plaintiff’s family/life, supporting medical evidence, etc. using the EmotionTrac AI Research Platform. The test was designed to measure/test for red flags in the content, general appeal and engagement, sentimental reactions to the content, and responses to case-specific questions. Given the injured in this accident was Latino and the Plaintiff, a White Women – it was agreed to test the content among three ethnic groups – White, Black, and Latino. For each of these, we split the study Male vs Female.

- Groups 1 & 2 White: Male & Female
- Groups 3 & 4 Black: Male & Female
- Groups 5 & 6 Latino: Male & Female

It was the intention of this research to identify, clarify and inform ABC Law Firm regarding the level of viewers’ general sentiment to the content, and specifically, to sort the intel so that the Legal team can style significantly informed decisions regarding Jury Selection primarily, and other factors relating to case strategy and development.

Further, we also gathered viewers’ responses to a series of closed-ended questions relating to the video message/content designed to shape the Narrative:

- Does the fact that the defendant is not contesting any of the facts presented in this case influence
- your opinion on what are fair damages?
- If you were the Juror, what would you compensate for medical care?
- Do you believe \$80 million for human damages is a fair amount?
- What do you think is a reasonable amount to compensate for human damages for the past 3 years + 21 additional years of his projected life expectancy?
- How strongly did the fact that the defendant was talking on her cell phone while driving impact your answers?

Research Objectives

It is the intention of this research to capture and report EmotionTrac metrics.

- TAB Scores** (with Benchmarks) Which spot garners the highest indices for: Truth, Attention, Believability?
- Rapport Map:** What matters MOST to them - let’s identify those moments. Alternatively, what matters less/least to viewers?
- Curiosity:** Friction is empathy, and it triggers Brand Recall - how much friction – how palpable is this message – are viewers curious to see and learn more, or are they bored?
- Emotional Sentiment:** What sentiments are most triggered, which are least triggered, and if there are any red flags or pain points in the message.
- Survey Questions**

Summary of Observations

The Asset Reel Successfully Delivers a Clear, Truthful and Meaningful Message to All Viewers. Truth, Appeal and Believability Metrics All Score At Least At Our Benchmark, Indicating a Positive Overall Takeaway of The Video Message by Viewers.

- There are no red flags or pain points in the message. The content of the reel is felt to be
- truthfully/honest; viewers find the messaging engaging/interesting, and as such, there is a naturally positive investment in the message.
- The only outlying metric is observed among Latinas (Females) who significantly under index on the sentiment of Truth, vs. the other groups. Specifically, they do not feel the video message reveals the entire story and perhaps they doubt the Narrative to some degree. It would degree. It would be important to strategize regarding how to gain positive traction for this group.

The Sentimental KPI's Do Vary, Although Not That Often, Either by Ethnic Group or Gender.

- Emotionally, all the sentimental values score within our Benchmark ranges/norms, and there are no specific pain points in the messaging. Viewers easily digest/process the content.
- The data collected here on sentimental reactions validates the theory that Women tend to “over-sentiment”, that is, they are far more likely to display a stronger emotional takeaway than Men.
- Further, the data demonstrate that Men, regardless of background, tend to emote in similar patterns: we call this the “Men’s Club Effect”. We see this pattern in the Sadness metric,
- The Curiosity KPI speaks to the extent to which viewers are getting enough information from the messaging. The Asset Reel does well to indulge and satisfy viewer curiosity in its current format and content – across all groups. They are invested in your message.
- Anger, Fear and Angst are notably stronger among Black Men in this research.
- Angst and Fear is far more visceral for White Women in this research.
- Anger is particularly FLAT among Latinos – clearly this is a red flag!

“YES” was the clear choice, overall, among all groups, regarding if the “no contest” stance impacted their opinion on the case.

- White Males and Latino Males were the most likely among all groups in their convictions to say “yes” regarding their “no contest” position.
- Black Males were least likely to say “yes” it mattered, among all other groups.

\$12 MILLION, The Full Amount, Is the Award That Viewers Unanimously Choose

- This choice is hugely indicated over a \$6 million award, indicating viewers understand the full value of the story’s narrative.
- Latinas, however, were far less likely to choose the full-payout award, further indicating a condition of uncertainty in reaction to the video message.

\$80 Million For Human Damages Is Seen as a truly Fair Amount!

- Females were far more likely, albeit, to say “yes” that the value of a human life is worth at least \$80 million dollars.
- Of the Females, Latinas were most likely to say “yes” to the amount, with Black and White women observed saying “yes” – but with lower levels of enthusiasm.
- Importantly, an outlying metric presents with Men regarding their perception of the value of a Human life. Only White Men (not Black nor Latino) expressed high levels of agreement with the monetary value. The other two groups strongly under-indexed here.

Regarding the dollar value of what is reasonable amount to compensate for human damages for the past 3 years + 21 additional years of his projected life expectancy is observed as grand value – invaluable potentially?

- Viewers agree in a robust way that Human Life is worth a “fortune” – that is at least, \$60 million, with most viewers indicating that \$80 or \$100 million is extremely reasonable as well.
- No one from any group truly short-changed the value of a human life.
- The specific source of this Sentiment stems from is partly from their own human experience paired with the messaging from the Asset Reel.

How strongly did the fact that the defendant was talking on her cell phone while driving impact your answers?

- Without question, everyone agrees that speaking on your cellphone while driving will unequivocally
- affect your driving abilities and the level of attention you pay to road.
- In fact, the answer of “YES – it impacts” was observed at more than 3x as high as those that said no.
- This clearly points to a strong strategic aspect that would bode well in the case prep.

Detailed Findings

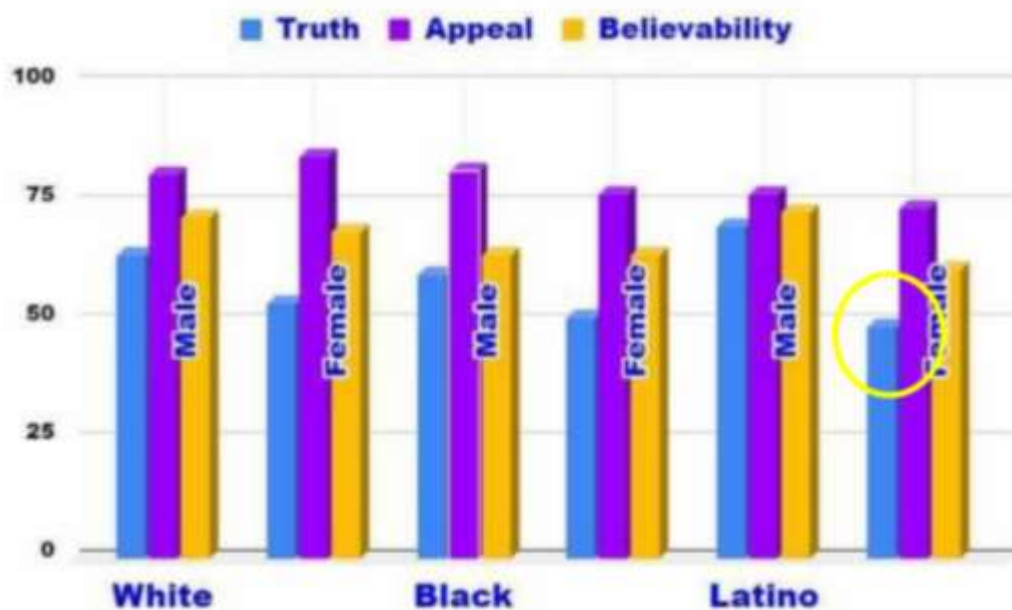
TAB Scores

The TAB scores are the first filter in analyzing the data. The KPIs are Truth – how honest does the viewer find the content/do they trust the content, Attention– how attentive they are they by/with the content, and lastly Believability – measuring their investment in the message.

As indicated below, there are no red flags or pain points in the message. The content of the reel is felt to be truthfully/honest; viewers find the messaging engaging/interesting, and as such, there is a naturally positive investment in the message.

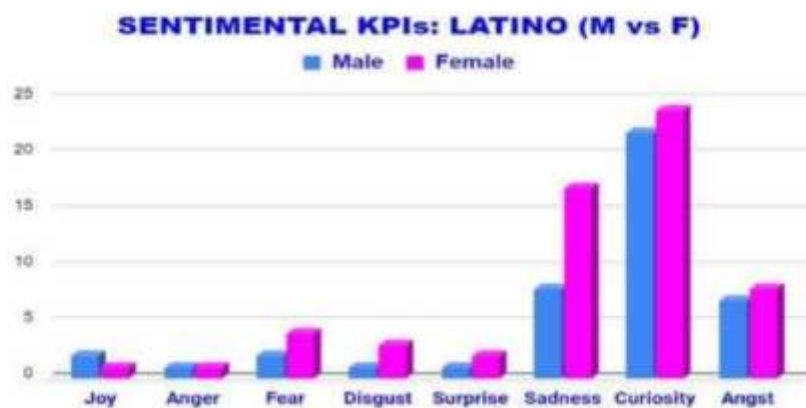
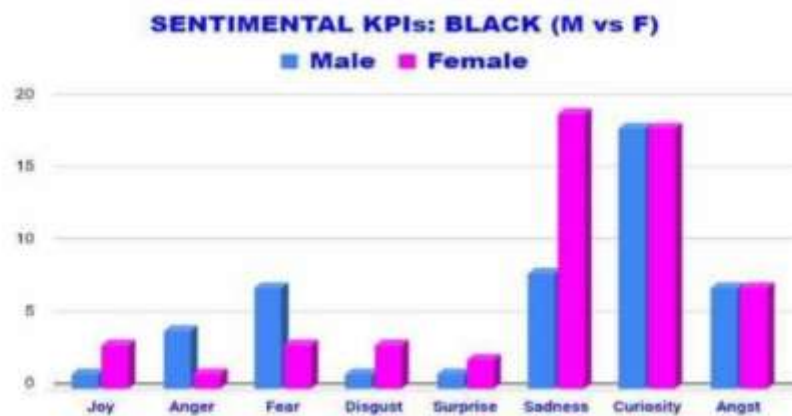
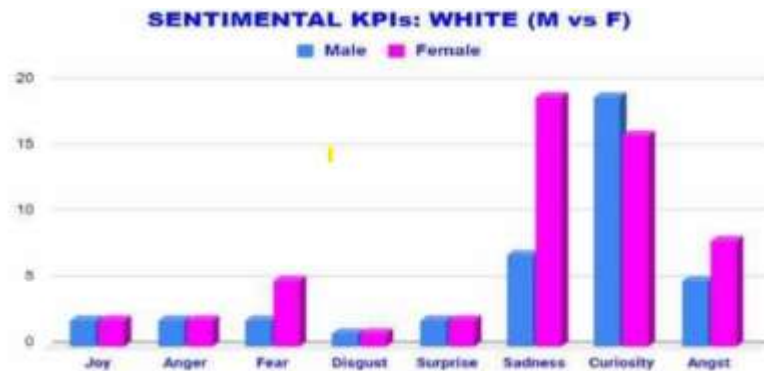
The only outlying metric is seeing among Latinas (Females) who significantly under index on the sentiment of Truth, vs. the other groups. Specifically, they do not feel the video message reveals the entire story and perhaps they doubt the Narrative to some degree.

Benchmarks: Truth 90 Attention 50 Believability 75



Sentimental Metrics & KPIs

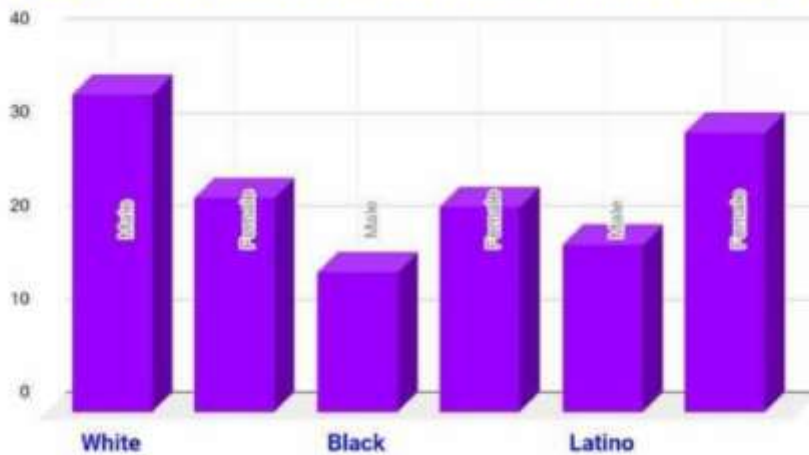
How Emotive is the Messaging Among the Various Groups?



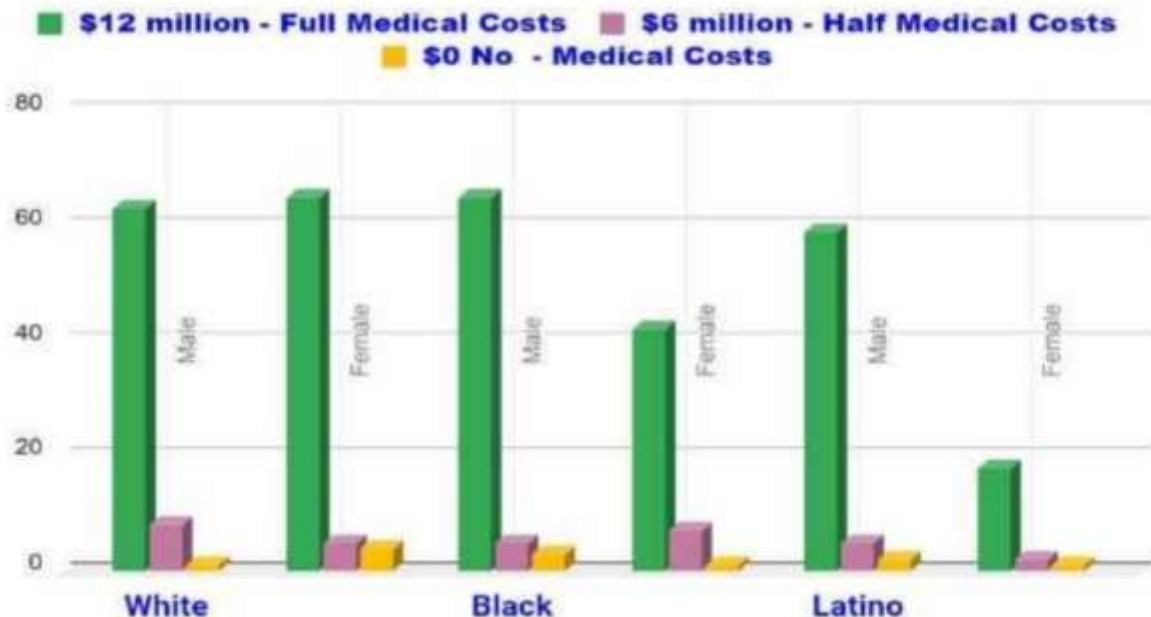
Responses to the Survey Questions

DOES THE FACT THAT THE DEFENDANT IS NOT CONTESTING ANY OF THE FACTS PRESENTED IN THIS CASE INFLUENCE YOUR OPINION ON WHAT ARE FAIR DAMAGES?

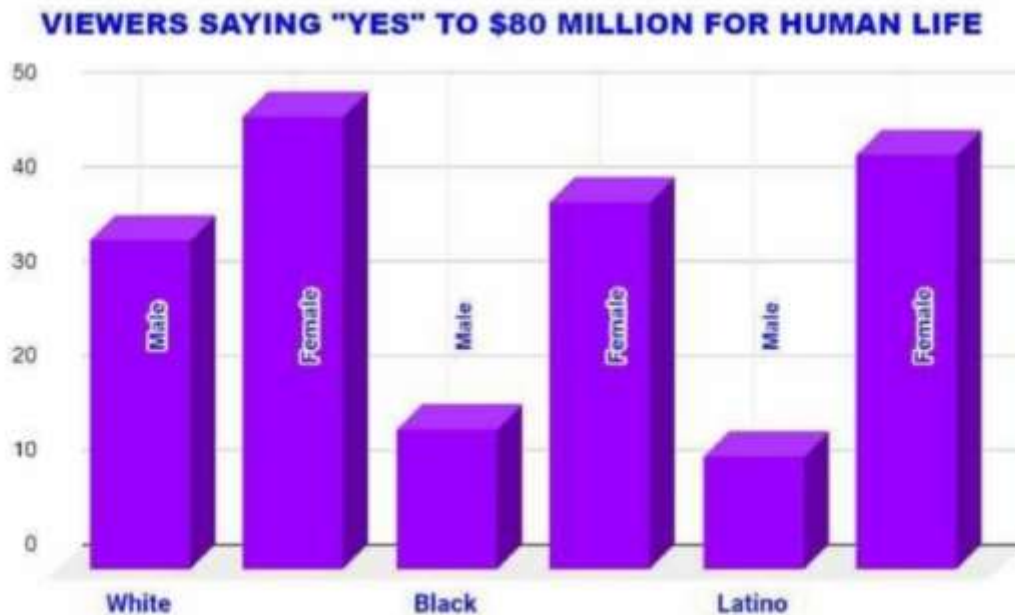
PLEADING NO CONTEST VIEWERS SAYING "YES" IT IMPACTS



IF YOU WERE THE JUROR, WHAT WOULD YOU COMPENSATE FOR MEDICAL CARE?



DO YOU BELIEVE \$80 MILLION FOR HUMAN DAMAGES IS A FAIR AMOUNT?



WHAT DO YOU THINK IS A REASONABLE AMOUNT TO COMPENSATE FOR HUMAN DAMAGES FOR THE PAST 3 YEARS +21 ADDITIONAL YEARS OF HIS PROJECTED LIFE EXPECTANCY?



HOW STRONGLY DID THE FACT THAT THE DEFENDANT WAS TALKING ON HER CELL PHONE WHILE DRIVING IMPACT YOUR ANSWERS?

