OUR BRAND IS CRISIS



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| **Grown–up’s Movie:** | **HIS** | **HER** | **AVG** |
| **1. Appropriate levels of sexuality?** | 8 | 8 | 8 |
| **2. Appropriate levels of language?** | 8 | 8 | 8 |
| **3. Appropriate levels of violence?** | 10 | 10 | 10 |
| **4. Entertainment value for females?** | 7 | 8 | 7.5 |
| **5. Entertainment value for males?** | 7 | 7 | 7 |
| **6. Teaching moments, role models, moral of story?** | 5 | 5 | 5 |
| **7. Is it a “classic”? (Replay value?)** | 7 | 7 | 7 |
| **8. Audio/Visual effects?** | 6.5 | 6.5 | 6.5 |
| **9. Not too cliché (unique and witty, not too slapstick)** | 7 | 7 | 7 |
| **10. Climax/Resolution/Ending?** | 5 | 5 | 5 |
| **GRAND TOTALS:** |  |  | 71% |