

Case Study

An **Audience-i** project delivered to our partner, improving collection and analysis of their visitor feedback.



AUDIENCE-I



Encounters is the UK's leading short film, animation, and virtual reality festival based in Bristol



Encounters



Encounters is the UK's leading short film, animation, and virtual reality festival running across 6 days and multiple locations in Bristol every September. By promoting the importance of film in its many guises, Encounters aims to inspire its audiences.

Encounters wanted an improved way to help them capture and interpret the emotions and themes experienced by their audience at their many varied events.

The **Akumen** team used their world-leading Natural Language Processing (NLP) behavioural insight software to identify and decipher themes expressed within written and spoken textual data via an industry-specific Visitor Insight model called **Audience-i**.

Open-ended feedback was collected from the audience during the festival, using a QR code and smart survey app, which was processed (tagged) and analysed by the Museum Visitor Insight model.

Reporting on this analysis revealed the full spectrum of emotions and experiential themes experienced by the audience and identified what caused them.



Encounters



There was also the opportunity to audit and refine the **Audience-i** model to better categorise the specific experiences of the Encounters' audiences.

This information provided valuable indicators about what was driving the experiences and behaviours of the audiences, helping **Rich Warren, Encounters CEO**, and his team understand how and where they can make effective innovation.

Rich notes:

"Collecting audience data and feedback has become an integral part of how cultural events are measured in the 21st century. At Encounters we are keen to explore data capture beyond demographics and working with this behavioural insight software over only 170 comments has provided unique insight to understand our audiences down to segmented extracts of their actual comments.

It has also quantified and informed improvement of our audience engagement activities firm in the knowledge that they are insight-led."

Collecting the feedback



Event stewards with survey tablets



QR code on posters, tables, screens, and email

Some of the questions we asked...

09:07

1> Imagine it's the day after Encounters Film Festival and you meet a friend in a coffee shop. They ask you about your experience at the festival. How would you describe this to them?
*

Please try and respond with as much detail as possible.

Type your answer here...

OK ✓

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09:08

2> Gender

A Female

B Male

C Non-binary

D Intersex

E Prefer not to say

F Other

OK ✓

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5> Sexual Orientation

A Bisexual

B Gay Man

C Gay Woman / Lesbian

D Straight / Heterosexual

E Prefer not to say

F Other

OK ✓

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7> Socioeconomic Background

Do you consider yourself to be from a disadvantaged background?

A Yes

B No

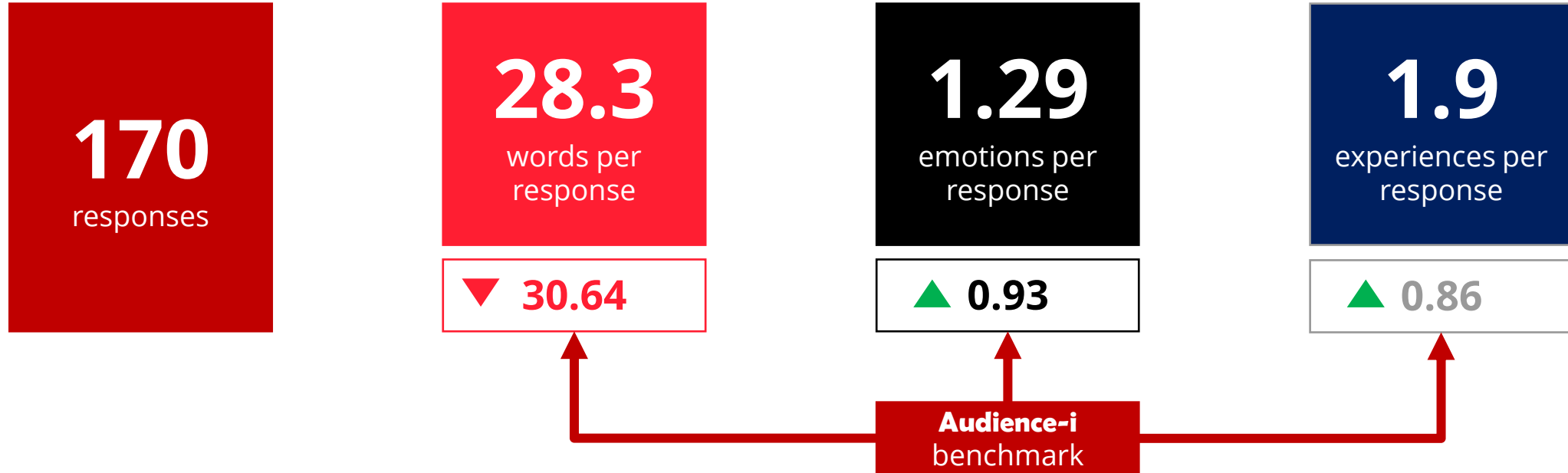
C Prefer not to say

OK ✓

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Open-text generating question

Audience responses: high quality data

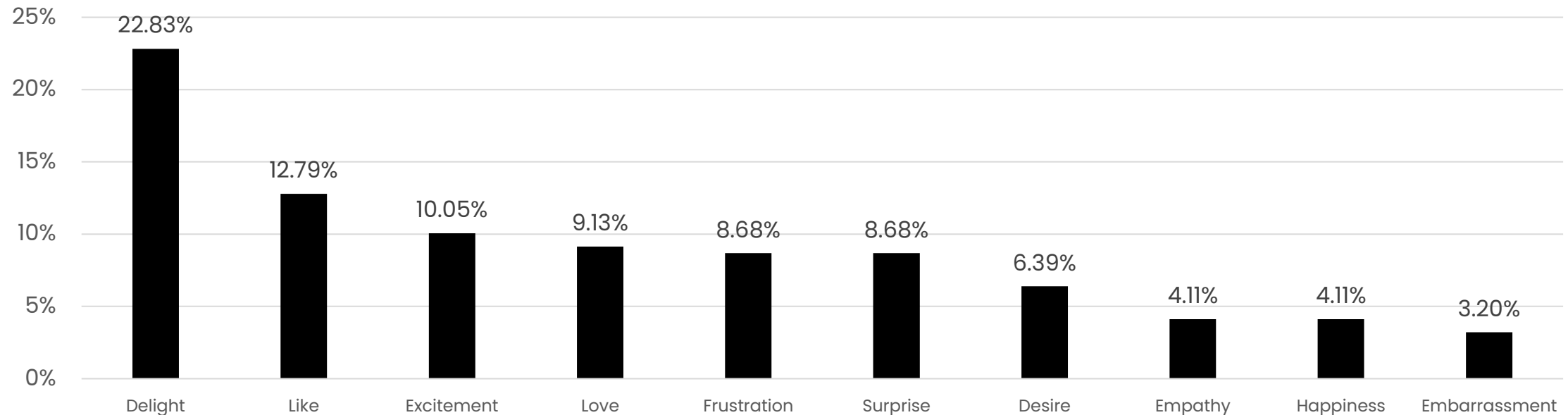


Audience emotional overview

The audience emotional overview indicates a largely positive experience at Encounters Film Festival, with **delight** being expressed over 10% more than any other emotion.

Followed by **like**, **excitement** and **love**, we do not encounter a negative emotion until **frustration** with just under 9% of the total emotions.

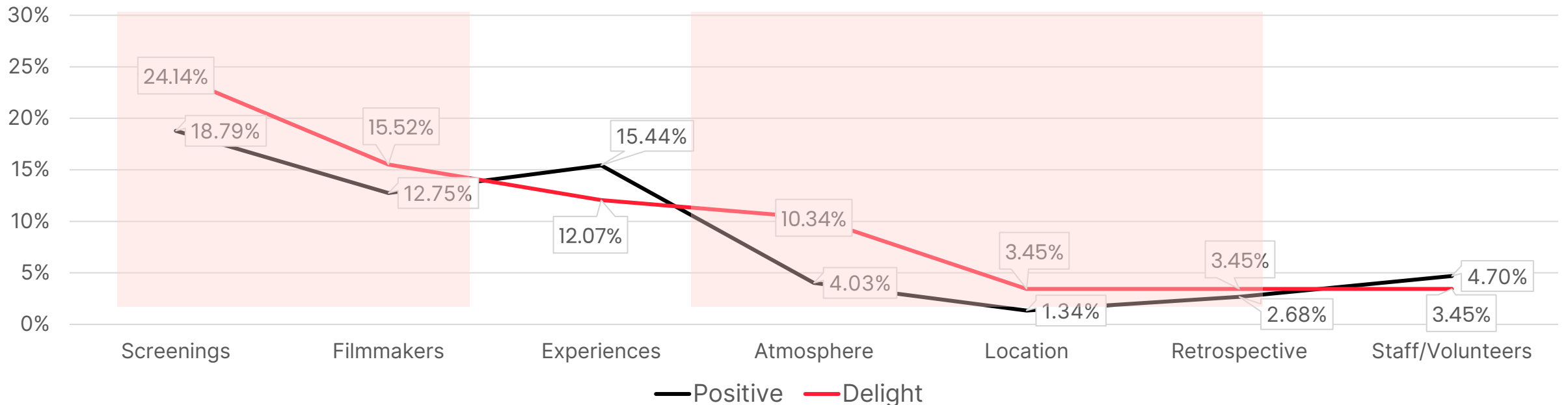
Positivity across all feedback amounted to **73.97%**. Total negativity scored **26.03%**, considerably lower but indicating opportunities for improvement.



Drivers of delight

Delight is a promoter emotion, or an extreme positive. Comparing **delight** hits vs general positivity reveals which aspects of the festival were better than good in the eyes of the audience.

From the analysis, the **screenings** watched by the audience contributed to the highest levels of delight, along with the **filmmakers** themselves. The overall **experiences** and the **volunteers** received positive feedback but with lower levels of delight compared to the other key aspects of the festival.



Source: Akumen | Encounters Film Festival | 1. Positive Emotion n = 162
 2. Delight over Audience Insights n = 58

What does delight look like?

Delight is extreme... but in a positive way.

It's the audience having a **wonderful** experience with a **brilliant** selection of films.

And an escape from reality, even if it's for a few short minutes.

Delight is the experience of watching your own film in the company of an **enthusiastic** and **engaged** audience.

It's the emotion behind a **proud moment** that will never be forgotten.

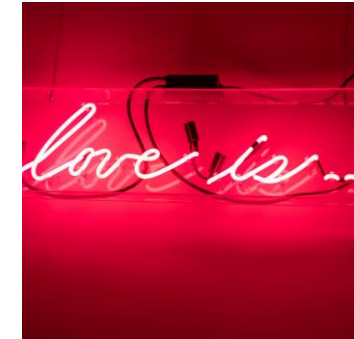


*Great fun and a **brilliant** night out with a difference.*

*We saw so many **wonderful** films, had such a range of activities and events to attend.*

*This festival, all the events and the screening introduced me to vibrant works of **brilliant** artists!*

Brilliantly wonderful!



Escape reality.

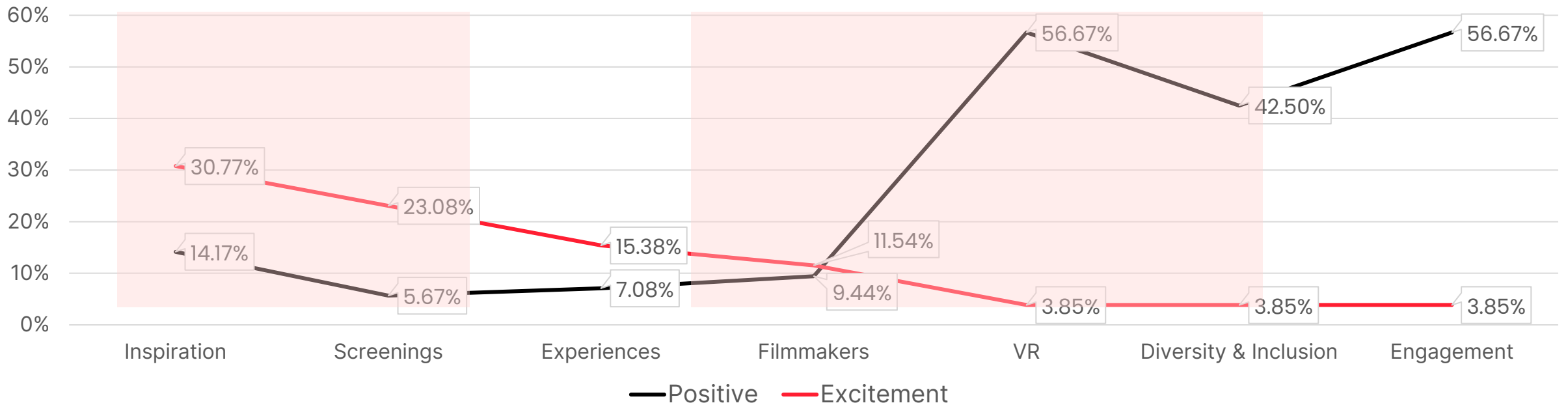
*What a **wonderful** way to escape life for a few short minutes and enter someone else's imagination.*

Fantastic films.

Drivers of excitement

Excitement is a short-term emotion, a burst of positivity. The key **excitement** drivers at Encounters Film Festival were the **inspiration** the audience felt being with **filmmakers**, like-minded people and the **screenings** they watched.

The **VR** experience was received positively by the audience but not so much in the context of excitement, rather happiness and delight. The same can be said for **diversity & inclusion**, the audience were generally positive but did not drive excitement.



Source: Akumen | Encounters Film Festival | 1. Positive Emotion n = 162
 2. Excitement over Audience Insights n = 26

What does excitement look like?

Excitement is primarily driven by the films themselves.

They **excited**, **inspired** and **visually stimulated** the audience.

To be **inspired** is to surround yourself in a **vibrant** atmosphere with **creative**, like-minded people.

Excitement is also **passion**, the feeling the audience gets from **passionate** filmmakers and atmospheric **engagement** & **enthusiasm**.

Inspiring and a beautiful visual and conceptual experience.



*It was so **inspiring** and creative. I loved the range of subject matter and the mix of animation and acted pieces.*

Exciting and heart wrenching.

To be inspired

*The film programme was excellent and the atmosphere was also **vibrant**.*

Visual stimulation

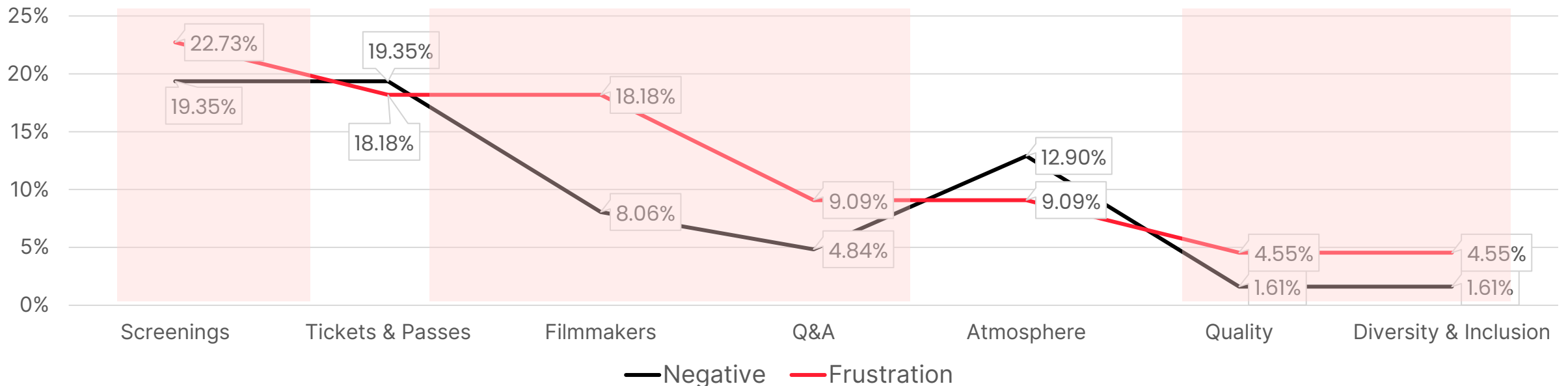


Energetic brilliance

Drivers of Frustration

Frustration is a key driver when understanding improvement areas. Comparing the level of **frustration** against total negativity reveals which aspects of the festival the audience found frustrating or negative overall.

From the analysis, **tickets & passes** received similar frustration levels against total negativity, whilst 1st person feedback from the **filmmakers** themselves peaked frustration. The topic of **Q&A** also fueled frustration with just under 10% of total frustration hits.



What does Frustration look like?

Whether Q&As **didn't happen**, were too **long** or **unnecessary**, they were a talking point and a driver of frustration.

Although isolated, frustration was the perceived **focus** on retrospective screenings.

Frustration was the festival pass, how the audience needed to purchase **individual tickets** for each viewing...

And how the pass **didn't cover** online access.

It's quite **disappointing** that there are more audiences attending the retrospective screening not the current.



A little **disappointing** in its presentation compared to prior years.

I would **not recommend** it. Industry events were low quality.

Frustrating Q&A's

The q&a and the host was a bit **clumsy**.

Low quality



'Awful' films

What can we learn from looking at Desire?

Desire is the audience telling you what is missing from their experience. Typically, desire is expressed as a secondary emotion, a follow-up from an initial burst, whether that's positive or negative. People nearly always want improvement and desire is their way of describing this, through words such as 'need', 'want' and 'wish'.

1.

Why can't I view online?

An audience desire was to be able to watch online viewings with an in-person pass. For the individuals who couldn't attend physically and found online viewing was not possible, there was a clear desire for this frustration to be removed.

2.

Not enough hours in the day

An audience wish was the ability to watch more screenings, something that was not possible due to overlapping film schedules and time constraints.

3.

More networking please

There was a desire to have more industry events and talks in the schedule. For the audience, outside of the screenings were good opportunities to network, meet new people and hear stories from actors and filmmakers alike but in one case, the respondent wasn't aware of the 6pm networking events nor were they listed on the programme.

Improvement opportunities for 2023

The below improvement opportunities have been identified by analysing emotions such as desire and frustration. By listening to and understanding these drivers, we can prioritise areas for improvement based on emotionally intelligent insights.

The 3 improvement opportunities were talking points throughout the feedback from both the audience & filmmaker perspective.

1.

All-in-one pass

Establishing an all-in-one pass, for in-person and online viewing would solve this specific audience desire & frustration who wished their in-person pass allowed online viewing.

2.

Post-festival viewing portal

An improvement opportunity for next year is to setup a post-festival online portal where all screenings are available to watch for a set period to maximise viewings and increase filmmaker exposure. This could be related to the 'all-in-one pass' to increase revenue opportunities.

3.

Filmmaker identification & networking drive

A frustration from the filmmaker perspective was the lack of identification, they want to be known, to be approached and to network. For next year, there's room for improvement to ensure filmmakers are better identified, whether it's badges or a paperless solution. Also, although there were a networking programme, the data suggests it wasn't communicated nor marketed effectively.



Find out now how Akumen can help you access improved intelligence.

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