

Khachkar Studios Good News Short-Clips
Target Market Testing: 6 Parts and 20 Questions



It is strongly recommended that the reviewer follow the best practice and watch the short-clip with no sound, listen to the clip with no visual, and third/last watch and listen to the combined.

Instructions: Please rate each question on a scale of 0 to 10, where 0 = poor or not effective and 10 = best possible experience.

Short-Clip Title: _____

Reviewer Name: _____

Date: _____

Part 1: Overall Quality & Engagement

1. How would you rate the overall quality of the film (cinematography, visuals, editing)?
(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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2. How engaging was the short-clip from start to finish?
(0 = not engaging, 10 = completely captivating)

0	1	2	3	4	5	6	7	8	9	10
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3. How well did the film's pacing and scene transitions maintain your interest?
(0 = too slow/disjointed, 10 = perfectly smooth and dynamic)

0	1	2	3	4	5	6	7	8	9	10
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4. How quickly, if at all, did the short clip engage your attention?
(0 = not at all, 10 = first few seconds)

0	1	2	3	4	5	6	7	8	9	10
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5. How much, if any, of the short clip, seemed non-essential or excessive?
(0 = almost all, 10 = almost none)

0	1	2	3	4	5	6	7	8	9	10
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6. How would you compare the visual content, to that you would find in a feature film? For example, feature films do not have photos, graphic transitions, awkward fade-ins and outs, content clearly from another source, or lighting that does not fully capture the scenes.

(0 = very low quality, 10 = comparable to a feature film)

0	1	2	3	4	5	6	7	8	9	10
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7. Would you recommend the short-clip to a friend or family member?

(0 = no, 10 = highly recommend)

0	1	2	3	4	5	6	7	8	9	10
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Part 2: Acting & Character Fit

8. How well did the actors (AI or real) fit their roles in the short-clip?

(0 = completely miscast, 10 = perfect fit for the story and message)

0	1	2	3	4	5	6	7	8	9	10
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9. How authentic and emotionally compelling were the actors' expressions and body language?

(0 = unconvincing/robotic, 10 = deeply moving and believable)

0	1	2	3	4	5	6	7	8	9	10
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Part 3: Music & Narration Impact

10. How powerful and emotionally moving was the background music?

(0 = distracting or ineffective, 10 = perfectly matched, inspiring)

0	1	2	3	4	5	6	7	8	9	10
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11. How well did the narration motivate or inspire you?
(0 = not at all, 10 = highly motivating and memorable)

0	1	2	3	4	5	6	7	8	9	10
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12. How did the audio of the short clip compare to what you would find in a feature film? For example, muffled voices, unnecessary varying levels of sound, echoes, and background noise.
(0 = very low quality, 10 = comparable to a feature film)

0	1	2	3	4	5	6	7	8	9	10
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Part 4: Message Retention & Call to Action

13. How effective was the film in increasing retention of its core message?
(0 = retained very little of core message, 10 = retained 100% of core message)

0	1	2	3	4	5	6	7	8	9	10
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14. How much did the short-clip motivate you personally to act (the primary goal or action sought of the short-clip)?
(0 = no motivation, 10 = deeply motivated to take action)

0	1	2	3	4	5	6	7	8	9	10
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15. How does this short-clip compare in overall effectiveness to the other world-class commercials shown today?
(0 = much worse, 10 = best of all films shown)

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16. How clear and motivating, if any, was the call to action?
(0 = not at all, 10 = very clear and motivating)

0	1	2	3	4	5	6	7	8	9	10
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Part 5: Cultural Accuracy

17. How accurate are the surroundings (interiors, exteriors, clothing, etc.) to the cultural specifics?

(0 = Significant errors, 10 = Little to no obvious errors)

0	1	2	3	4	5	6	7	8	9	10
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18. How authentic was the pronunciation of important words or phrases?

(0 = Significant errors, 10 = Little to no obvious errors)

0	1	2	3	4	5	6	7	8	9	10
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Part 6: Qualitative Insights:

19. What was the most memorable part of the film for you?

20. What could make the short-clip even more powerful or engaging?
