



SAMPLE PREMIUM EMOTIONTRAC REPORT

"Feelings are the Ultimate Decision Makers" - Gerry Spence

PRE-TRIAL TEST

For: John Johnson

February 2023

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COOL SOCIAL SCIENCE BEHIND THIS ANALYSIS

The Scientific Behavioral Data related to Decision Making By Gender



·Men will always advocate for his brother in arms- even if the Defendant is male.

·Men hold other men accountable – “man up” and often cut them no slack.

·Men are price sensitive and often vote for the lowest payouts.

·Women, similarly, will always advocate for their sister. That is, the sisterhood of women that champions other (downtrodden) women.

·Women vote for the higher awards – regardless of the gender of the Plaintiff.
This is done to protect them from a perceived personally negative financial/emotional outcome, and their sense of seeing justice served.

PRE-TRIAL TEST

For: John Johnson -- February 2023

Objectives - What We Hoped to Accomplish:

Illuminate and educate regarding the undeniable power of Emotional Analytics data to give litigators a key edge in persuading Jurors/Mediators using Emotional Drivers and Moods.

- Based on the events/accident in the case, how disabled is John Johnson considered?
- Verify Which Moments/Elements of the Case Garner the Most Sympathy from a Jury & Why?
- How to Optimize Your Key Learnings to Secure A successful Outcome
- How should John Be Compensated for His Ordeal and Injuries – Why?
 - o Perceived Valuation and Reasons Economic Damages
 - o Perceived Valuation and Reasons Human Damages

In our analysis, we will tell you how to identify, reach, and secure the exact type of emotional mood required to deliver a successful outcome of your case –well before you enter the courtroom or mediation. You will learn the “why’s”: the psychological importance and impact your Case Narrative plays in relaying and organizing information, and how that works to deliver the best-case outcomes.

Order & Presentation of Contents

This report uses the following silos of KPIs in our Analysis:

Metrics

- TAB Scores: Percent Metrics for - Truth, Attention and Believability (with Benchmark) Metrics. Vets total viability of messaging, and to what extent the Viewer sees this presentation as honest, candid and forthright.
- Survey Questions regarding topics including Valuation, Liability, etc. answered and delivered with meaningful and relevant Audience verbatim comments.

Maps

- Key Sentiment Maps: Curiosity, Angst, Rapport, Victory. These Maps reveal the genuine, subconscious reactions to the Case Content/Narrative as they view in live time.
- Interpretation of these Maps is essential to our Analysis and they are the "main sentiment maps" we consult to observe how/when your message is arousing Viewers, and where it is flat. Importantly, which elements are most compelling with Viewers, making them likely advocates for your client?

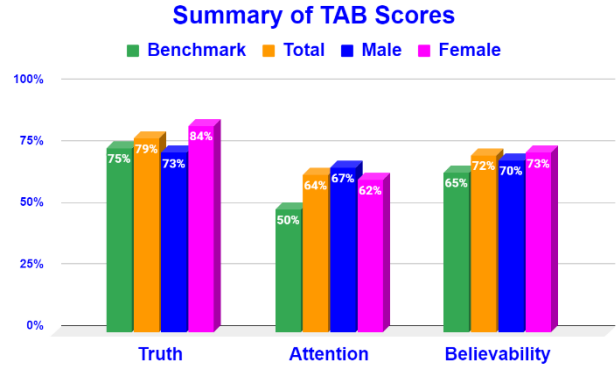
Moods

- Mood Maps of Shock, Bittersweet, Disapproval further illuminate Viewer's sentimental reactions to the content. These measures can help us refine emotional impressions of the Narrative.

METRICS

TAB SCORES: Review of our TAB scores is the first filter in analyzing the data. The Key Sentiments are Truth – how honest does the viewer find the Content, Attention – how attentive they are they with the content, and Believability – measuring their impressions of the Story plausibility.

8/10 Viewers deemed the narrative as Truthful, Honest, and Fortright in the presentation of the case and details. Given how pronounced the Truth metric is among the audience, it is clear that your message speaks to their perceptions of exactly how the case should evolve. Your assets indeed set up a meaningful Story.

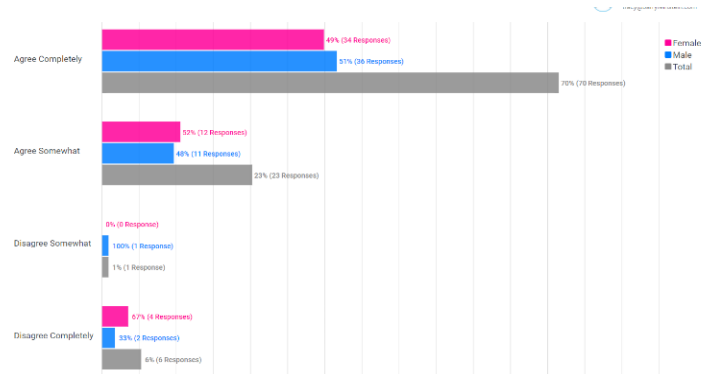


Interestingly, the significantly higher scores for Truth and Attention among women (vs. the Benchmark) suggest that John’s Story is higher triggering for women, who clearly grasp the intensity of the situation - i.e., this could be their spouse, father, etc. to whom they have a financial affinity.

Men significantly over trend the benchmark regarding the content arousing their Attention 17 points above the Benchmark. Men are interested in John’s Story.



The mood achieved by the Story: “A very sad, crazy, unfortunate accident happened and this informative video communicated that John deserves to be compensated (with money) for his lost wages and pain.”



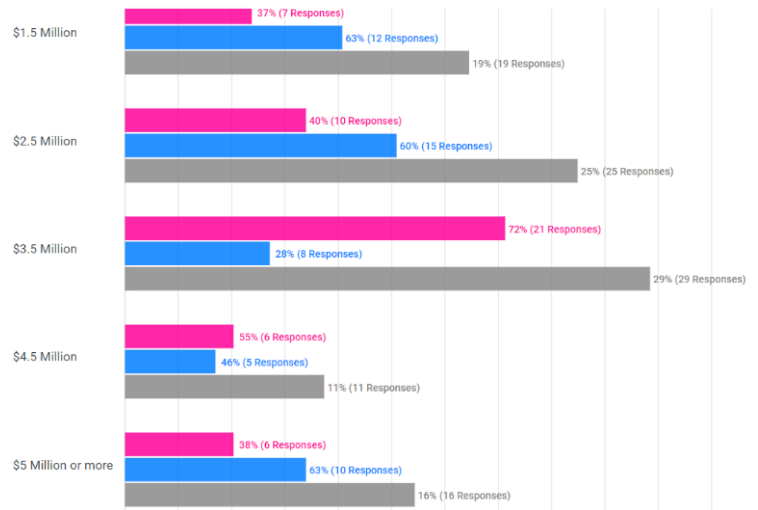
9/10 Viewers AGREE that John is currently “partially disabled” and as such, cannot perform the tasks/roles he filled prior before the accident. This observation confirms that Viewers have been persuaded by the content that John cannot go on as he did previously as owner/operator of his Landscape business.

About 1/3 of the audience felt that John deserves \$3.5 Million to assist his medical condition/recovery for the rest of his life. This valuation, however, is driven heavily by women, and should be kept in mind. Not surprisingly, men perceive lower payouts, and most men voted for a \$2.5 valuation.

Why did you choose that amount? Again,



the audience can appreciate the havoc and loss of income, and clearly express that he is deserves damages to fund the rest of his life.



Audience Verbatim Responses

Reflective of potential income, emotional and physical health, and loss of services.

John will not be able to spend his life doing what he loves to do because some driver didn't know how to drive a truck. John deserves a reward to make up for all that time lost.

Because it wasn't his fault that he had to go through this accident, and he deserves a lot.

He has proven the damages sustained to him and lawfully deserves to be paid.

He is going to have on going medical expenses, his income will be reduced for the rest of his life.

Because it is hard to get disability approved.

I this because it seems the most inline for the damages that he has incurred.

Because that's what he would potentially earn if he was able to work with the contracts that he had

In the world we live in now with inflation he has a sick dad to care for an himself

He can't do his job or anything else probably so he can't make any money and the accident was not even his fault!

Because he missed 500 thousand dollars' worth of work I feel that amount makes up for it and some.

I considered inflation, unforeseen obstacles and the economy.

Because if he was fully able to work, he would be worth that much and more!

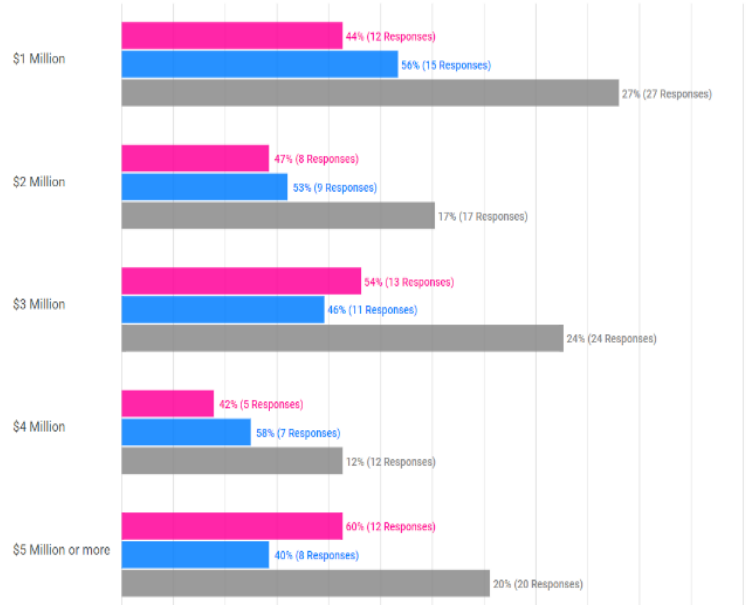
I would of more if given the chance, 42 years is a long time.

Because not only was did he lose a lot of money, but he experienced a traumatic event.

Because he isn't able to work because the injury's that he has sustained. He was the sole provider for the household.

Because he is damaged physically for the rest of his life due to the negligence of someone else It seems fair he lost an immense amount so might as well comp him a percentage extra for his troubles.

Considering the significance of his injuries, what level of financial compensation would you award to John to see justice served for his Human Damages – that is – for all his loss, pain and suffering?



Why did you choose that amount? John deserves the financial help in order to go on with his life which is changed forever, a result of an accident.

Audience Verbatims

He's had to go through a lot, it's traumatizing and takes a toll on you mentally and psychically.

John will have lifelong issues due to this injury because he's losing everything.

Because the guy has gone through hell lost a major contract couldn't get a bank loan for his father to move in with him and considering he will now have problems with his hand and knee and wouldn't have if not for the accident

Because he was a successful businessman, and he made a lot of money, and he was very young and he could've made a lot more for his family.

He probably won't be able to ever work again and I'm sure he and his family are used to the standard of life he made for them while working so that should be kept up.

It was wrong what they did to him.

I know how it is to be injured and not be able to take care of the household needs that need to be taken care of and having that extra help around the house is a great big deal especially when you're trying to raise a family .

He will be disabled for the rest of his life. The older you get, your body suffers from a variety of things.

The accident was not his fault and will need help to continue his life.

Because victim is losing out on his own business due to the damages cause I'm the accident.

His life is forever changed and so is the quality of his life.

He lost his job, his company, and he is physically messed up for the rest of his life due to someone else's negligence.

He will have lifelong debilitation, and will need medical intervention for the rest of his life.

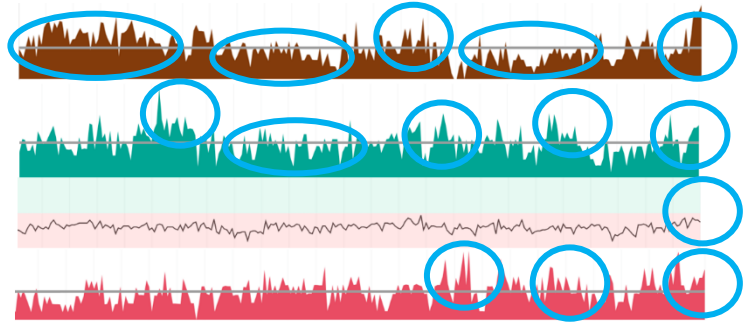
He will forever be impacted physically.

MAPS

THERE IS GREAT FRICTION EVIDENT IN ALL THE MAPS CONFIRMING A POSITIVE, PALPABLE, AND IMPORTANTLY, AN EMOTIONAL CONNECTION BETWEEN THE AUDIENCE AND THE CONTENT.

Curiosity: This is a compelling Story which arouses great interest, although there are moments where the audience is apparently a little “bored.”

- a. Good energy onboarding the audience, they appear eager to hear the story reveal. They are partially stimulated by the visuals – of John , the crash, surgery expenses. These assets delivered a meaningful and clearly understood story.
- b. Some of the friction dips regarding the “script” of surgery and injury – the audience appears to lack any interest – and this would be an area to re-visit regarding how to make this content more appealing.
- c. We see a strong rise in Curiosity when the audience learns of how John was earning a robust salary – from his wages, a bonus and the contract with Walmart.
- d. Details about needing money for assisting Dad were not at all interesting to this audience, perhaps even off-putting. As such, the story should focus only on John – and remove references to Dad.
- e. At the Peak End we see a spike in Curiosity which suggests that the audience is left somewhat confused or questioning the final moments for some reason. Revisit this on your dashboard to determine how to optimize the closing moments of your case.



Angst: Angst is a result of the power of generating Curiosity (interest) in your case.

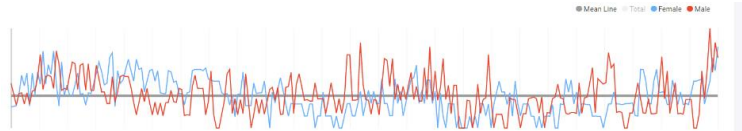
- a. While the case reveal is interesting, and an appropriate level of Anguish for John is established in the early moments.
 - a. Angst – the mood of Fear, Anger and Despair is clearly not engaged, occurring under the trend line – at the same time Curiosity dips with a detailed (too long format) of all the surgeries performed. This is probably as a result of the lack of visuals to stimulate urgency.
 - b. Angst again spikes in reaction to hearing John’s financial distress, as it should.
 - c. Another strong spike in reaction to the lost wages of \$224,000. The audience is on-emotion.
 - d. A spike at the Peak End infers the audience is left is left in the right mood to advocate for John – they are Angsty.

Rapport: The pattern established for Rapport is an outcome of the emotional chain reaction we see between Curiosity and Angst. There is a palpable emotional connection with the content, but it is mild, and not overly moody. On a positive note, the narrative leaves the audience resonate with John !

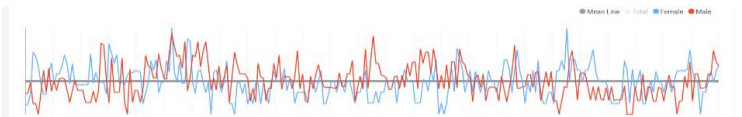
Victory: Perceptions of achieving Victory rally at the close of the story – with powerful; perceptions of winning for John .

GENDER DIFFERENCES (Women are in blue, Men are in Red)

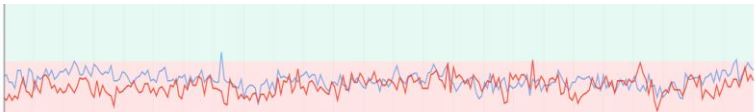
Curiosity – while men trend higher than women towards the end of the story, it’s an outcome of the “ask” and the details of the valuation –where men tend to express greater interest in the \$\$ than women. Regardless of gender, it is clear both groups present with unaddressed questions/issues with the content. It is not the “close” they were expecting (do they need more detail?)



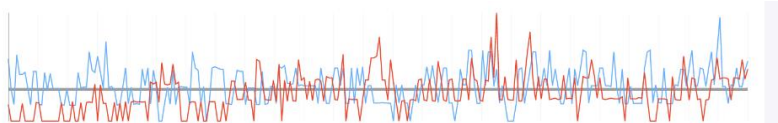
Angst – both genders react similarly to the content in measuring their Fear, Tension and Despair.



Rapport – Rapport between men and John’s story is strongly tied to their “male” expectations for him to “man-up” and get on with his life.

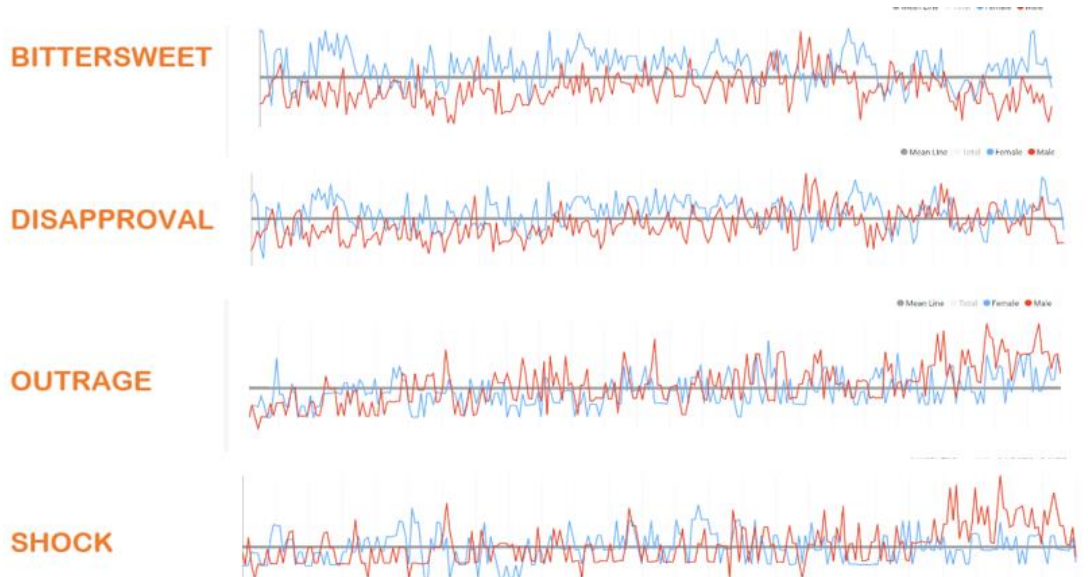


Victory - Although at the start there is clearly contrasting perceptions of success for John, this subsides and interestingly, women rally at last moment.



MOODS

(Women are in blue, Men are in Red)



Both men and women are indeed *Outraged, Disapproving* and *Shocked* by John 's story, which confirms they will advocate for him – as our test experience has validated.

Not surprisingly, women are way more on-emotion than men regarding feeling a sense of *Bittersweetness*. As mentioned earlier, men will hold their “brother in arms” accountable – and expect him to “man-up” – to do what it takes to get his life in order. Needless to say, they do not express the same level of “empathy” for a brother as women would do, if the male was her husband, father or son.

CONCLUSIONS/IMPLICATIONS

The story strategy is on-point and delivers a persuasive and winning message that John has experienced an untold loss of “self” (as the breadwinner, contract with Walmart, devoted son, etc.) as well as loss of his prosperous income/wages.

John’s ordeal, as presented in the video, generates meaningful compassion with the audience, and as a result, they endorse John’s efforts in seeking justice served. John’s story is characterized as “A very sad, crazy, unfortunate accident.” Moreover, the presentation successfully communicated that John deserves to be compensated for his lost/future wages and emotional pain and suffering” given that he is now **considered partly disabled**.

Indeed 9/10 Viewers agreeing that John is currently “partially disabled” and as such, cannot perform the tasks/roles he filled prior before the accident. However, as mentioned earlier, men will hold their “brother in arms” accountable – and expect him to “man-up” – to do what it takes to get his life in order.

Partial disability suggests he could do somethings to generate some income.

He should be able to find some type of work in another field.

He could always change careers like my dad did because he still is living and can still take care of most of his daily needs.

Both men and women are indeed *Outraged, Disapproving* and *Shocked* by John’s story, which confirms they will advocate for him – as our test experience has validated.

His life is forever changed and so is the quality of his life.

He lost his job, his company, and he is physically messed up for the rest of his life due to someone else’s negligence.

He will have lifelong debilitation and will need medical intervention for the rest of his life.

He will forever be impacted physically.

Not surprisingly, women are more on-emotion than men regarding feeling a sense of *Bittersweetness* for John’s situation. Needless to say, they do express the same level of “empathy” for a brother as a women would do, if the male was her husband, father, or son.

Reflective of potential income, emotional and physical health, and loss of services.

John will not be able to spend his life doing what he loves to do because some driver didn’t know how to drive a truck.

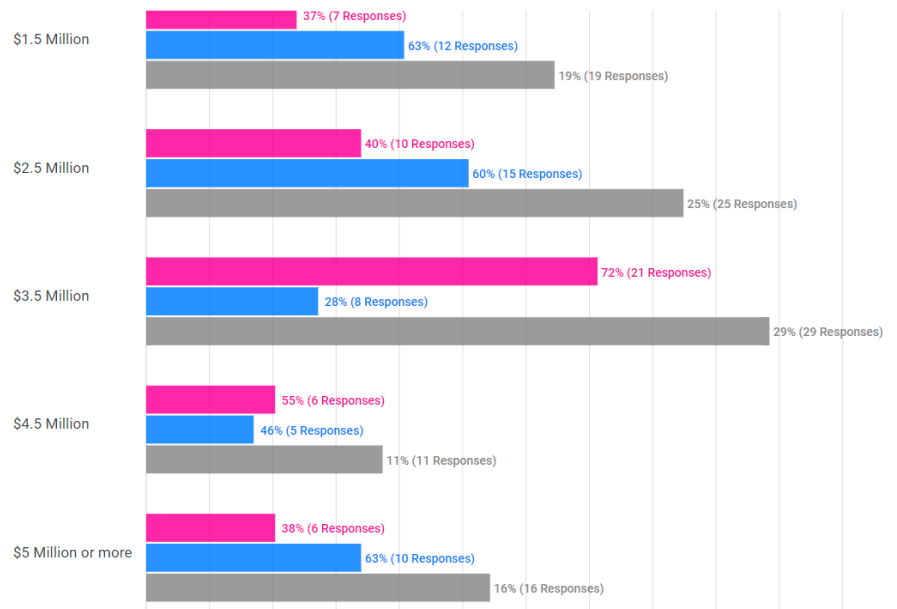
John deserves a reward to make up for all that time lost.

Because it wasn’t his fault that he had to go through this accident, and he deserves a lot.

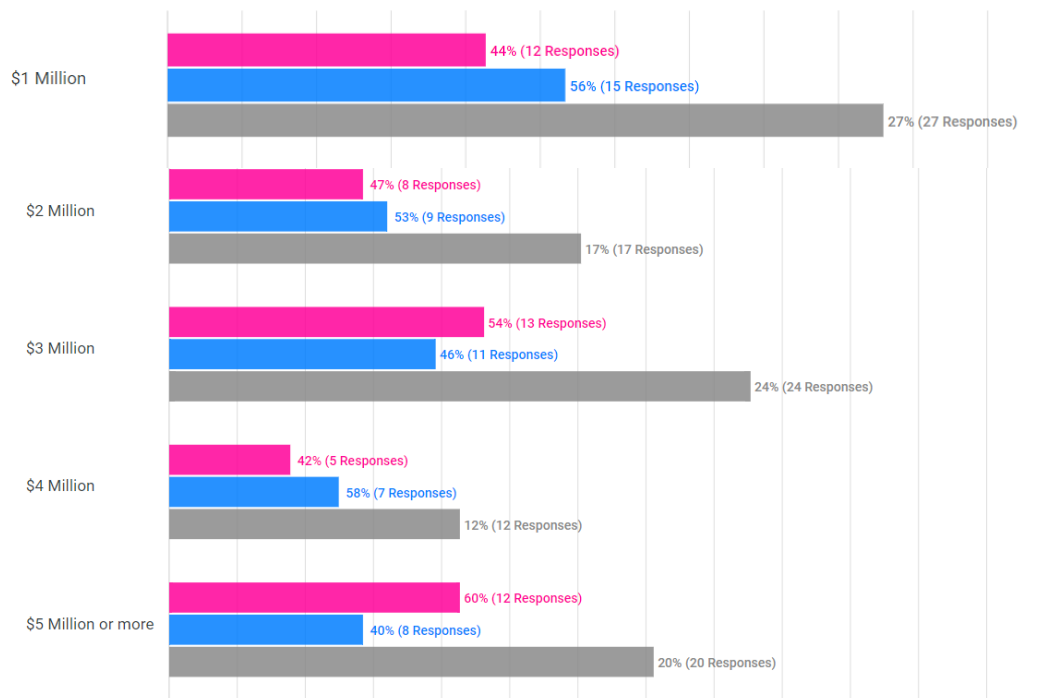
He has proven the damages sustained to him and lawfully deserves to be paid.

Perceptions of achieving Victory rally at the close of the story, correlating with the high spikes in Angst at the end of the video. High Angst at the Peak End confirms that the audience will advocate for your client.

Economic Damages:



Human Damages:



Survey Questions for John Johnson - February 2023

1. After watching this video, what are the first three words that come to mind?
2. As a result of this incident, John can no longer conduct the requirements associated with his role as Owner/manager of The Landscapers. He cannot perform essential tasks such as installations, maintenance, deliveries, nor execute his contract with Walmart, resulting in being restricted to administrative duties associated with the job. How much do you Agree/Disagree that John is "partially disabled?"
 - a. Agree Completely
 - b. Agree Somewhat
 - c. Disagree Somewhat
 - d. Disagree Completely
3. How much would you see fit to award John (who is currently 36 years old) in Economic Damages – that is financial support - for another 42 years - given his injury severely impedes his ability to maximize his landscape business and, that he will need multiple types of medical intervention for the rest of his life.
 - a. \$1.5 Million
 - b. \$2.5 Million
 - c. \$3.5 Million
 - d. \$4.5 Million
 - e. \$5 Million or more
4. Why did you choose that amount?
5. Considering the significance of his injuries, what level of financial compensation would you award to John to see justice served for his Human Damages – that is – for all his loss, pain, and suffering?
 - a. \$1 Million
 - b. \$2 Million
 - c. \$3 Million
 - d. \$4 Million
 - e. \$5 Million or more
6. Why did you choose that amount?
7. Is there any other information that you believe would have been helpful to you in reaching your conclusions?

APPENDIX: SENTIMENT ANALYSIS

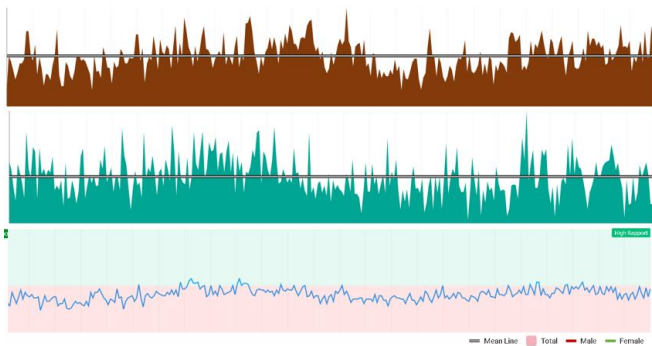
These four Sentiments Maps are vital to analyzing your case. Specifically, we want to achieve high-friction Maps (graphs) which confirm that viewers are highly keen (highly resonate) with your content. Maps are an analytical device for observing and interpreting what parts of your narrative are working in favor of your case and what, if any, assets should be-visited or eliminated completely. Each Map is an outcome of the Maps that proceed them.

GREAT FRICTION= GREAT CONNECTION= GREAT ADVOCACY FOR YOUR CLIENT

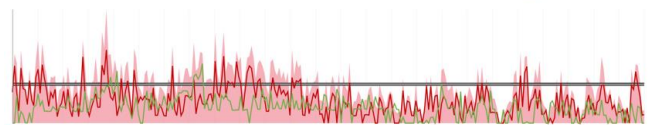
How to Read Your EmotionTrac Maps:

- 1) Examine the entire trajectory of the map and note the pattern of spikes and dips – we observe they there are the most/fewest spikes and dips. The more spikes and dips present = more friction.
- 2) Look at the early frames – how long does it take viewers to come on board, start to address your message.
- 3) Observe what happens at the end of the video – and employ the peak end rule which states that the mood achieved at the end of the story will dictate viewers overall takeaway.

What is Curiosity? This measure establishes whether (where/when/why) viewers express interest in your story, specifically, where it feeds them information that they deem important to the story. The graph should conclude with a return to the mean line, which confirms the audience received/processed the content and were left with no questions or confused by the details.



What is Angst? If your story was successfully communicated and found compelling, spikey Maps for Angst will present. This confirms



where/when/why you content made viewers viscerally feel the tension you want to arouse. The spikes at various moments in time reflect how much Fear, Anger And Disgust is being aroused. The more Angst represented indicates how much more likely panelists will advocate for the Plaintiff. A story that leaves panelists in a high Angst state infers more empathy for the Plaintiff and would likely result in a higher valuation.

What is Rapport? This Measure/Map represents the outcome of how much the content successfully was able to rouse Rapport (sympathetic concern for the Plaintiff) because of how much Anguish was generated. At the end of the video, it should trend above and/or close to the Mean line. Under trending indicates a red flag or pain point in the message. The greater Rapport expressed by viewers the more likely they are to advocate for the highest levels of payout.

What is Victory? Via this Map you can see where your content produced perceptions of winning and success for your content/case. It is important to see spikes in the final moments of this graph. The higher the spikes of perceived success result in votes for higher payouts/valuation.