

First-ever Agile Movie Trailer Test Launched for Hispanic Market

Contributed by ThinkNow Research
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ThinkNow Research , one of the industry's leading Hispanic market research firms, announced today the launch of MovieLink, the first agile movie trailer test for the Hispanic Community, developed in response to the growing Hispanic movie-going population. According to a study published by the Motion Picture Association of America, Hispanics purchase 25% of the movie tickets sold in the U.S., though they account for just 17% of the population.

"We are excited to announce our agile Hispanic movie trailer testing as an extension of our ThinkNow Link copy testing product," explains managing partner, Mario Xavier Carrasco. "We have experienced a surge of requests from the major movie studios to develop a product that gave a nationally representative read of U.S. Hispanics inclusive of Spanish-dominant Hispanics in a short time frame. Being located in Burbank, CA has allowed us to meet with the major movie studios and develop a product targeted specifically to their needs."

To deliver on this service, ThinkNow Research has adjusted their typical turn-around time to accommodate the fast-paced nature of the movie industry... providing the ability to receive a theatrical trailer on a Friday and deliver a topline report back to the client the following Monday. This unique offering includes both Spanish-dominant Hispanics and bilingual Hispanics drawn from the proprietary online Hispanic panel, DigaYGane.com.

To learn more about ThinkNow Research's MovieLink, go to <http://bit.ly/MovieLink> or contact their Business Development Manager, Greg DeLacy, at 818-843-0220 or Greg@ThinkNowResearch.com.