

FOCUS GROUP ANALYSIS

Today's Date: November 25, 2020
Focus Group conducted by: Glo Lamden-McCollough
For: Spell Boutique / Vanessa Graffe Acosta (Owner)
Goal: To determine popular fandoms a/o franchise that Loungefly may not currently support according to Loungefly collectors

Page# 1

General Information

Date Focus Group began: November 20, 2020
Ended: November 24, 2020
Place: Facebook
Page1: Loungefly Sell-Trade-Buy
URL1: <https://www.facebook.com/groups/270933877667732/>
Page2: Loungefly Trends: Buy Sell Trade & Play
URL2: <https://www.facebook.com/groups/loungeflytrends/>

Post generated for the Focus Group:

"If you could pick 3 fandoms that you would love added to the LF line, what would they be?
(Stargate SG1, Star Trek, Labyrinth)?"

Final Results:

1. Total individual fandoms and/or franchise mentioned

- a. 142 (between both Facebook groups)

~For more information go to page 3 of this document

2. Top 15 requested fandoms and/or franchises mentioned

- | | |
|----------------------------|----|
| a. Lord of the Rings | 19 |
| b. Labyrinth | 9 |
| c. Supernatural | 9 |
| d. Star Trek | 8 |
| e. Care bears | 7 |
| f. Animal Crossing | 6 |
| g. Corpse Bride | 6 |
| h. Vampire Diaries | 6 |
| i. Friends | 5 |
| j. Game of Thrones | 5 |
| k. How to Train Dragon | 5 |
| l. Scooby Doo | 5 |
| m. Stargate 1 / SG1 | 5 |
| n. Strawberry Shortcake | 5 |
| o. studio Ghibli (General) | 5 |

~For more information go to page 4 of this document

3. How are the fandoms a/o franchise delivered to the viewer?

- | | |
|---------------|---------------------------|
| a. Band | 2 |
| b. Broadway | 6 |
| c. Doll | 1 |
| d. Food | 1 |
| e. Literature | 8 |
| f. Movie | 48 |
| g. Person | 1 (Kevin Smith / General) |
| h. Sports | 2 |
| i. TV Show | 64 |
| j. Twitch | 1 |
| k. Video Game | 8 |

~~For more information go to page 5 of this document

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Final Results Continued:

4. Special mentions and/or unique characters called out within this Focus Group

- a. Avatar – Jake and Neytiri cosplay
- b. Avatar the last Airbender - Appa and Momo
- c. Book of Life - La Muerte & Xibalba
- d. Dragon Ball Z - Goku, Bulma, Krillin, Vegeta and Piccolo
- e. Edward Scissor Hands – Edward
- f. Final Fantasy – Chocobo
- g. How to Train Your Dragon – Toothless
- h. Labyrinth – Ludo
- i. Neverending Story – Falkor
- j. Star Trek – Borg, Voyager, Uniforms from all series, Klingon Cosplay
- k. Supernatural – Sam and Dean
- l. Kevin Smith was requested in general. It was not clear if it was for his movie catalog or his stand up.
- m. David Bowie was requested in general. It was not clear if it was for his music or iconic looks
- n. Rock n Roll was requested in general but not listed within this data. That subject is too fast to enter within this analysis.

~~Not located on any other pages

5. World Summery (generalization)

a. Sci Fi	21
b. Vampire - Zombie - Occult - Gothic	17
c. Sitcom	15
d. Sword & Sorcery	13
e. Anthropomorphic	12
f. Expedition	8
g. Fairy Tale	8
h. Historical	8
i. Comedy	7
j. Drama	4
k. Horror – Comedy	4
l. Superhero	4
m. Teen	4
n. Educational	3
o. Band	2
p. Horror	2
q. Sports	2
r. Christmas	1
s. Dia De Los Muertos	1
t. Food	1
u. Horror - Dark	1
v. Horror - General	1
w. Reality	1

~~For more information go to page 6 of this document

6. Other Data available but not listed within this document

- a. IMBD Top 5 key words per fandom and/or franchise
- b. IMBD Genre
- c. IMBD Listed parental warning certificate (ie: MPAA, TV, ESRB ratings)

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Complete list of fandom and/or franchise requested that may not be in use by Loungefly:

Franchise a/o Fandom	Is A	Franchise a/o Fandom	Is A	Franchise a/o Fandom	Is A
1. 9 (by Tim burton_)	Movie	49. Goonies	Movie	97. Pirates of Caribbean	Movie
2. Adventure Time	TV Show	50. Gravity Falls	TV Show	98. Polar Express	Literature
3. Alice In Wonderland	Movie *Burton	51. Gremlins	Movie	99. Power Rangers	TV Show
4. American Dad	TV Show	52. Grey's Anatomy	TV Show	100. Rainbow Bright	TV Show
5. Animal Crossing	Video Game	53. Hamilton	Broadway	101. Rent	Broadway
6. Anastasia	Movie	54. Hey Arnold	TV Show	102. Riverdale	TV Show
7. Annabelle	Movie	55. Hitchhikers GTH Galaxy	Literature	103. Rocket Power	TV Show
8. Army of Darkness/ED	Movie	56. Hobbit (the)	Movie	104. Rocky Horror Picture S	Movie
9. As Told by Ginger	TV Show	57. Holly Hobbie	TV Show	105. Sailor Moon	TV Show
10. Atlantis - Lost empire	Movie	58. How Train Your Dragon	Movie	106. Scooby Doo	TV Show
11. Avatar	Movie	59. Hulk	Movie	107. Scrooged	Movie
12. Avatar Last Airbender	TV Show	60. Hunger Games	Movie	108. Sesame Street	TV Show
13. Beatles	Band	61. Inuyasha	TV Show	109. She-ra	TV Show
14. Bendy & Ink machine	Video Game	62. Jay & Silent Bob	Movie	110. Sherlock	TV Show
15. Big Bang Theory	TV Show	63. Jem & the Holograms	TV Show	111. Shining	Movie
16. Bleach	TV Show	64. Kevin Smith	Person	112. Simpsons	TV Show
17. Bob's Burgers	TV Show	65. Killer Clowns Outer Sp	Movie	113. Spice & Wolf	TV Show
18. Book of Life	Movie	66. King of the Hill	TV Show	114. Star Vs Forces of Evil	TV Show
19. Buffy Vampire Slayer	TV Show	67. Kung Fu Panda	Movie	115. Star Trek	TV Show
20. Care bears	TV Show	68. Labyrinth	Movie	116. Star Wars	Movie
21. Cat Dog	TV Show	69. Last of us (the)	Video Game	117. Stargate 1 / SG1	TV Show
22. Cats	Broadway	70. Law and Order	TV Show	118. Steven Universe	TV Show
23. Charmed	TV Show	71. Les Misérables	Broadway	119. Stranger Things	TV Show
24. Childs Play	Movie	72. Legend of Zelda	Video Game	120. Strawberry Shortcake	TV Show
25. Cleveland Show	TV Show	73. Lord of the Rings	Movie	121. Studio Ghibi – General	Movie
26. Clockwork Orange	Movie	74. Lost Boys	Movie	122. Studio Ghibli – Howls C	Movie
27. Corpse Bride	Movie	75. Lucifer	TV Show	123. Studio Ghibli – Spirited	Movie
28. Critical Roll	Twitch	76. M&Ms	Food	124. Supernatural	TV Show
29. Crow (the)	Movie	77. Madagascar	Movie	125. Sweeney Todd (Burton)	Movie
30. David Bowie	Person	78. Mario Bros	Video Game	126. Sword In The Stone	Movie
31. Doctor Who	TV Show	79. Mars Attacks	Movie	127. Teen Titans	TV Show
32. Downtown Abbey	TV Show	80. MASH	TV Show	128. Teenage Mutant Ninja	TV Show
33. Dr Seuss	Literature	81. Mary Poppins	Movie	129. Thundercat's	TV Show
34. Dragon Ball Z	TV Show	82. Monster High	Doll	130. Transformers	TV Show
35. Edward Scissor Hands	Movie	83. Moomins	Literature	131. Treasure Planet	Movie
36. Evangelion	TV Show	84. Munster's	TV Show	132. Trick r Treat	Movie
37. Family Guy	TV Show	85. My Little Pony	TV Show	133. Twilight	Movie
38. Fifth Element (the)	Movie	86. NFL	Sports	134. Uncharted	Video Game
39. Final Fantasy	Video Game	87. Naruto	Literature	135. Vampire Diaries	TV Show
40. Firefly	TV Show	88. New York Yankees	Sports	136. Walking Dead	TV Show
41. Footrot Flats	Literature	89. Never-ending Story	Movie	137. Wicked	Broadway
42. Friends	TV Show	90. Office (the)	TV Show	138. Wild Thornberry's	TV Show
43. Frankenweenie	Movie	91. Once Upon A Time	TV Show	139. Willy Wonka	Movie
44. Game of Thrones	TV Show	92. Outlander	TV Show	140. Wizard of Oz	Movie
45. Gargoyles	TV Show	93. Oswald Lucky Rabbit	Movie	141. World of Warcraft	Video Game
46. Garfield	Literature	94. Percy Jackson	Movie	142. X-Files	TV Show
47. Ghostbusters	Movie	95. Persona: Trinity Soul	TV Show		
48. Golden Girls	TV Show	96. Phantom of the Opera	Broadway		

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Top requested fandom a/o franchise by the numbers:

Franchise or Fandom # per unique request		Franchise or Fandom # per unique request	
Lord of the Rings	19	Edward Scissor Hands	4
Labyrinth	9	Firefly	4
Supernatural	9	Mario Bros	4
Star Trek	8	My Little Pony	4
Care bears	7	Neverending Story	4
Animal Crossing	6	Power Rangers	4
Corpse Bride	6	Adventure Time	3
Vampire Diaries	6	Grey's Anatomy	3
Friends	5	Inuyasha	3
Game of Thrones	5	Legend of Zelda	3
How to Train Dragon	5	Rainbow Bright	3
Scooby Doo	5	Sailor Moon	3
Stargate 1 / SG1	5	Steven Universe	3
Strawberry Shortcake	5	Teenage Mutant Turtles	3
studio Ghibli (General)	5	Twilight	3

~ All others were 1 or 2 requests total

Most requested Fandom a/o Franchise



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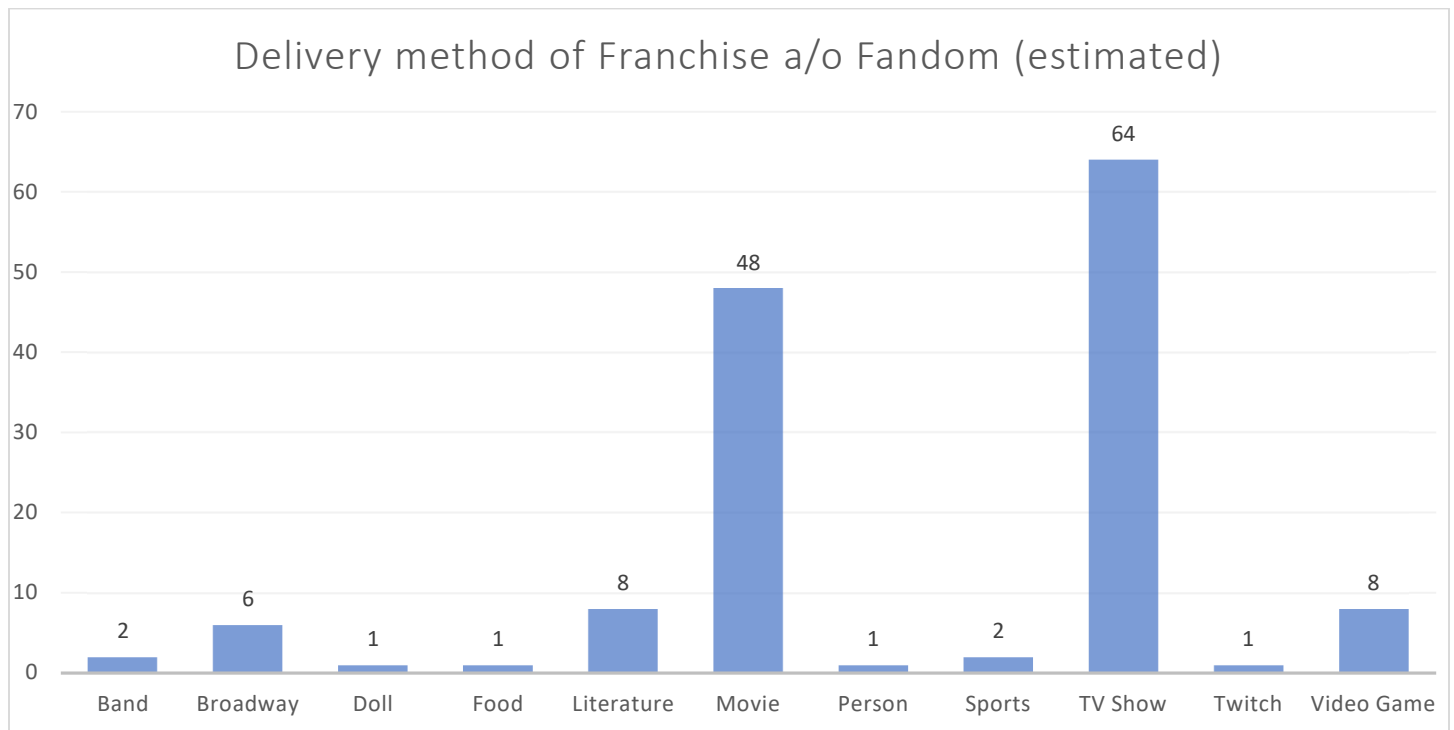
To determine popular fandoms a/o franchise that Loungefly may not currently support according to Loungefly collectors

Page# 5

How are the fandoms a/o franchise delivered to the viewer?

Delivery Type Count (total overall requests)

Band	2
Broadway	6
Doll	1
Food	1
Literature	8
Movie	48
Person	1 (Kevin Smith / General)
Sports	2
TV Show	64
Twitch	1
Video Game	8



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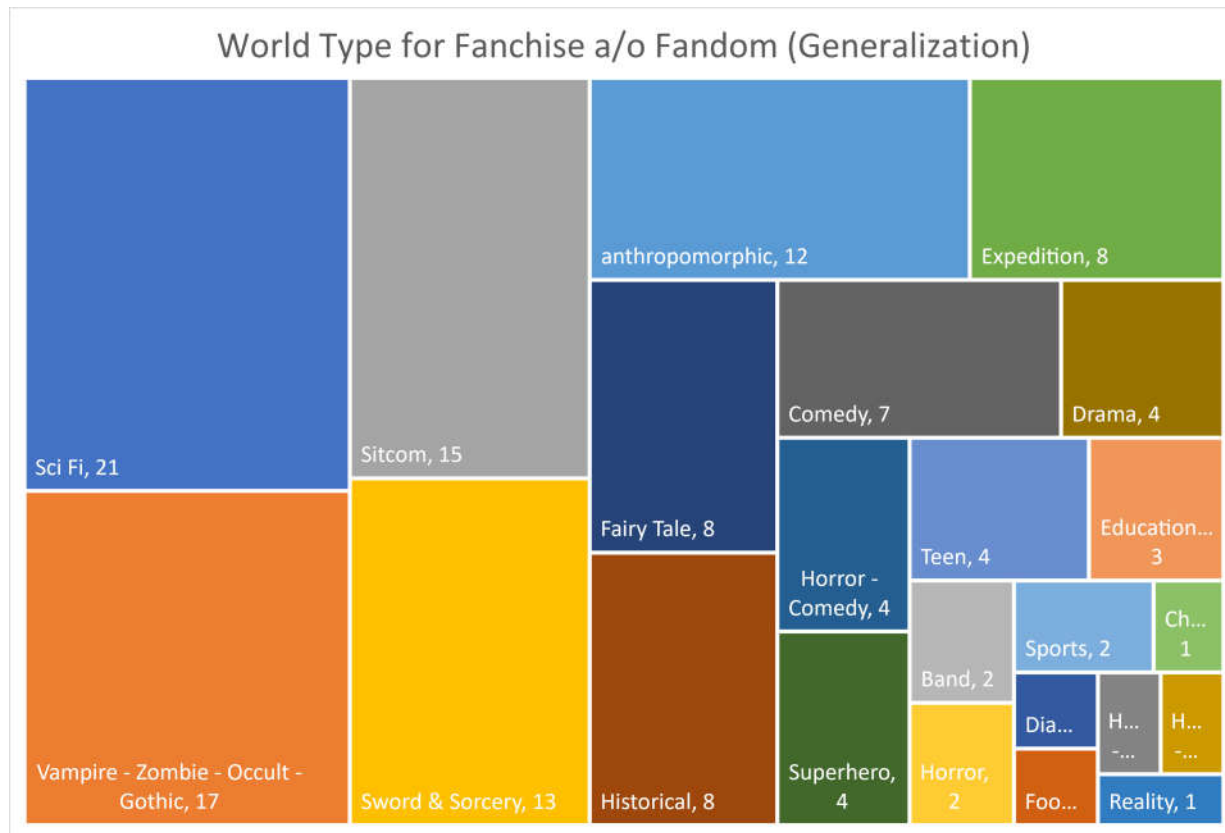
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Page# 6

World Summery

This is a "generalization" of sub-cultures made by Glo Lamden-McCollough. Should not be used as absolute or factual

World Type	Count	World Type	Count
Sci Fi	21	Teen	4
Vampire - Zombie - Occult - Gothic	17	Educational	3
Sitcom	15	Band	2
Sword & Sorcery	13	Horror	2
Anthropomorphic	12	Sports	2
Expedition	8	Christmas	1
Fairy Tale	8	Dia De Los Muertos	1
Historical	8	Food	1
Comedy	7	Horror - Dark	1
Drama	4	Horror - General	1
Horror – Comedy	4	Reality	1
Superhero	4		



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Caveats to this Analysis

1. General Information Page 1:

- a. The original question included 3 fandoms and/or franchises that the Focus Group Leader (Glo Lamden-McCollough) supplied and were added as a visual example to the participants. These fandoms and/or franchises were not included within the overall tally.
- b. Any additional comments and/or sub-comments that contained additional fandoms added by the Focus Group Leader were not included within the overall tally.
- c. The Focus Group question as listed on page 1 was presented to two unique Facebook groups in order to obtain a greater perspective. Conclusions within this document are to be considered a single source however the original and separate source data is maintained within the original data collection.
- d. There may be duplicate Facebook Users on both pages, and they may or may not have answered the question multiple times.
- e. Emoji's attached to comments and/or sub-comments were not considered part of the per count tally. Comments that named specific franchises and/or fandoms were counted as well as sub-comments that agreed with or gave indication of confirmation that the original comment content was/is something that they would consider as a license wish to add to Loungefly's existing line.
- f. Participant comments and sub-comments contained a wide range of answers and were not limited to the amount specified as "3".
- g. At no time was there any effort on the part of the Focus Group Leader to distinguish between a fandom and/or franchise. Fandoms and/or franchises for the sake of this analysis are simply considered individual line items.

2. Assumptions

- a. Some assumptions, estimates, and judgement calls were made by the Focus Group Leader to disseminate information from Facebook Posts into workable data. Example would be "World Type". Since each fandom and/or franchise can be categorized a multitude of ways, single or simple multi-word descriptors were created for this section.

3. No fault terms of use:

- a. Because this focus group test was created on a live Facebook post, there isn't any way to truly validate all information within this document as anyone who participates within this Facebook post has the ability to add/delete/edit their answers at any time now or in the future. There is no guarantee that all the information within this document is 100% accurate due to the aforementioned statement as well as human error. This data was collected via an Excel spreadsheet and transferred onto this synopsis; errors may have occurred while entering data either way. This document should not be considered the "be all end all" to make your purchase decisions on but rather one tool of many by your own choosing. Glo Lamden-McCollough cannot and should not be held responsible for any gains or losses from purchases made by you for your company. Glo-Lamden-McCollough cannot be held liable for any gains or losses from purchases made by you for your company. By accepting this document, you agree to hold Glo Lamden-McCollough harmless from any gains or losses on purchases made by you for your company. Glo Lamden-McCollough is not an employee of Spell Boutique or Vanessa Graffe Acosta and was not paid to create this document. Glo Lamden-McCollough may use this document as well as the supporting excel sheet as part of her personal resume portfolio and will remove any mention of Spell Boutique and/or Vanessa Graffe Acosta.