

## FOCUS GROUP ANALYSIS

Today's Date: November 14, 2020  
Focus Group conducted by: Glo Lamden-McCollough  
For: Spell Boutique / Vanessa Graffe Acosta (Owner)  
Goal: To determine popular fandoms, potential future re-releases

Page# 1

### General Information

Date Focus Group began: November 11, 2020  
Place: Facebook  
Page: Loungefly Sell-Trade-Buy  
URL: <https://www.facebook.com/groups/270933877667732/>

### Post generated for the Focus Group:

"I want to know what your grails are!!! Show pics!  
I have just acquired 2 of my 4. What is yours and why?"

Total comments: 487

Total individual grails mentioned: 126

### Final Results:

#### 1. Top 3 places where the mentioned grails are originally purchased from:

- Mass – 33%
- Box Lunch – 31%
- Disney Land/Property – 20%

~For more information go to page 2 of this document

#### 2. Fandoms mentioned in this test:

- 40 unique fandoms

~For more information go to page 3 of this document

#### 3. Diversity of desired grails by fandom (Top 9) – Not the most popular grails

- Star Wars 16
- Minnie 14
- NBC 9
- Disneyland/World 7
- Stitch 7
- Marvel 6
- Mickey 5
- Beauty & the Beast 4
- Hello Kitty 4
- All other are 3 count or less

~~For more information go to page 4 of this document

#### 4. Most popular grails

- |    |        |                                       |   |           |
|----|--------|---------------------------------------|---|-----------|
| a. | Castle | Sleeping Beauty Castle Bag (pink top) | 7 | Disney    |
| b. | Poe    | Poe Rebel Backpack / Red & Black      | 6 | Mass      |
| c. | Stitch | Badness Level Stitch                  | 5 | Box Lunch |
| d. | Raja   | Floral Dark Blue                      | 4 | Box Lunch |
| e. | Alice  | Mary Blare AOP                        | 4 | Box Lunch |
| f. | Tink   | Tinkerbell Pom pom                    | 4 | Mass      |
| g. | Finn   | Finn Rebel Backpack / Brown & Beige   | 4 | Mass      |

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

### Caveats to data and understood terms:

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. Your 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.

## FOCUS GROUP ANALYSIS

Today's Date:

November 14, 2020

Focus Group conducted by:

Glo Lamden-McCollough

For:

Spell Boutique / Vanessa Graffe Acosta (Owner)

Goal:

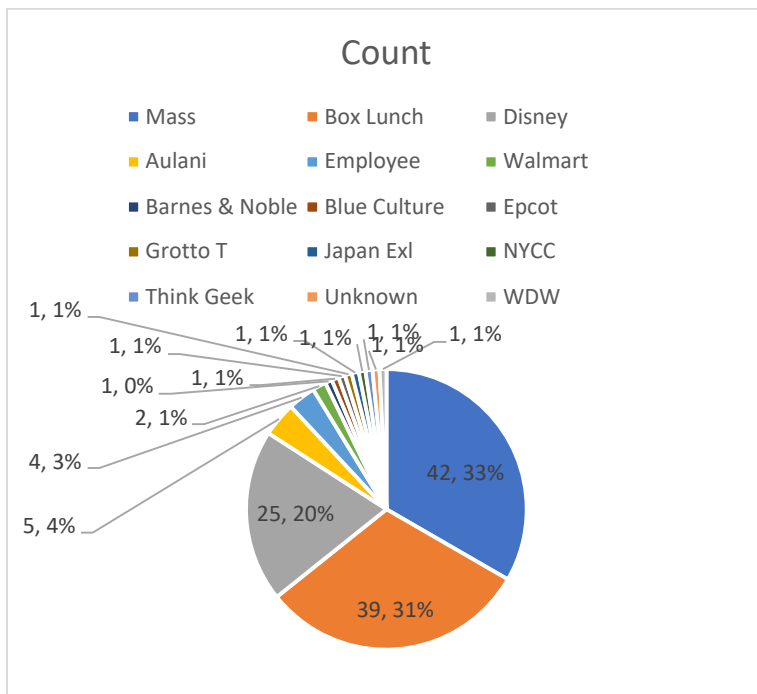
To determine popular fandoms, potential future re-releases

Page# 2

### Where to find grails

Exclusive	Count	% of Total
Mass	42	33%
Box Lunch	39	31%
Disney	25	20%
Aulani	5	4%
Employee	4	3%
Walmart	2	2%
Barnes & Noble	1	1%
Blue Culture	1	1%
Epcot	1	1%
Grotto T	1	1%
Japan Exl	1	1%
NYCC	1	1%
Think Geek	1	1%
Unknown	1	1%
WDW	1	1%

126 individual grails



## FOCUS GROUP ANALYSIS

Today's Date: November 14, 2020  
Focus Group conducted by: Glo Lamden-McCollough  
For: Spell Boutique / Vanessa Graffe Acosta (Owner)  
Goal: To determine popular fandoms, potential future re-releases

Page# 3

### **Fandoms mentioned with total # of grails per fandom in fandom order:**

1. A Bugs Life	1
2. Aladdin	1
3. Alice in Wonderland	2
4. Aristicats	3
5. Beauty and the Beast	4
6. Chip n Dale	1
7. Cinderella	1
8. Disneyland/World	7
9. Disney Food	3
10. Dr. Seuss	3
11. Dumbo	1
12. Fox and the Hound	1
13. Harry Potter	1
14. Haunted Mansion	3
15. Hello Kitty	4
16. Hocus Pocus	1
17. Kiki	2
18. Lady and the Tramp	1
19. Little Mermaid	2
20. Loungefly	3
21. Marvel	6
22. Minnie	14 (includes sequins/MMMA etc)
23. Mickey	5
24. Mickey & Minnie	3
25. Moana	2
26. Mulan	1
27. NBC	9
28. Pocahontas	2
29. Pete The Dragon	1
30. Peter Pan	2
31. Pinocchio	1
32. Sailor Moon	2
33. Snow White	2
34. Sleeping Beauty	3
35. Star Wars	16
36. Stitch	7
37. Toy Story	1
38. Up	1
39. Villain's	1
40. Winnie the Pooh	2

## FOCUS GROUP ANALYSIS

Today's Date: November 14, 2020  
Focus Group conducted by: Glo Lamden-McCollough  
For: Spell Boutique / Vanessa Graffe Acosta (Owner)  
Goal: To determine popular fandoms, potential future re-releases

Page# 4

### **This shows the diversity of desired grails by fandom – *Not the most popular grails***

- |                         |    |
|-------------------------|----|
| 1. Star Wars            | 16 |
| 2. Minnie               | 14 |
| 3. NBC                  | 9  |
| 4. Disneyland/World     | 7  |
| 5. Stitch               | 7  |
| 6. Marvel               | 6  |
| 7. Mickey               | 5  |
| 8. Beauty and the Beast | 4  |
| 9. Hello Kitty          | 4  |
| 10. Aristocats          | 3  |
| 11. Disney Food         | 3  |
| 12. Dr. Seuss           | 3  |
| 13. Haunted Mansion     | 3  |
| 14. Loungefly           | 3  |
| 15. Mickey & Minnie     | 3  |
| 16. Sleeping Beauty     | 3  |
| 17. Alice in Wonderland | 2  |
| 18. Kiki                | 2  |
| 19. Little Mermaid      | 2  |
| 20. Moana               | 2  |
| 21. Pocahontas          | 2  |
| 22. Peter Pan           | 2  |
| 23. Sailor Moon         | 2  |
| 24. Snow White          | 2  |
| 25. Winnie the Pooh     | 2  |

Everything else was a 1

## FOCUS GROUP ANALYSIS

Today's Date:

November 14, 2020

Focus Group conducted by:

Glo Lamden-McCollough

For:




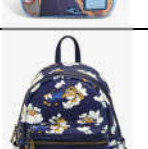
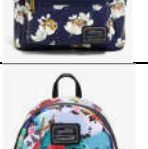
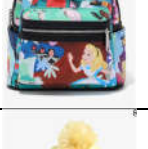



Spell Boutique / Vanessa Graffe Acosta (Owner)

Goal:

To determine popular fandoms, potential future re-releases

Page# 5

### ***These are the most requested grails:***

Franchise	Main Character?	Grail Name	Count	Exclusive	Reference	
Disneyland/ Disneyworld	Castle	Sleeping Beauty Castle Bag (pink top)	7	Disney		
Star Wars	Poe	Poe Rebel Backpack / Red & Black	6	Mass	<a href="https://www.amazon.com/dp/B0799FKRYH">https://www.amazon.com/dp/B0799FKRYH</a>	
Stitch	Stitch	Badness Level Stitch	5	Box Lunch	<a href="https://www.boxlunch.com/product/loungefly-disney-lilo-stitch-badness-level-mini-backpack---boxlunch-exclusive/12238567.html">https://www.boxlunch.com/product/loungefly-disney-lilo-stitch-badness-level-mini-backpack---boxlunch-exclusive/12238567.html</a>	
Aladdin	Raja	Rajah Floral Dark Blue	4	Box Lunch	<a href="https://www.boxlunch.com/product/loungefly-disney-aladdin-rajah-starry-night-mini-backpack---boxlunch-exclusive/11513965.html">https://www.boxlunch.com/product/loungefly-disney-aladdin-rajah-starry-night-mini-backpack---boxlunch-exclusive/11513965.html</a>	
Alice In Wonderland	Varies	Mary Blare AIW	4	Box Lunch	<a href="https://www.boxlunch.com/product/loungefly-disney-alice-in-wonderland-mary-blair-mini-backpack---boxlunch-exclusive/10934567.html">https://www.boxlunch.com/product/loungefly-disney-alice-in-wonderland-mary-blair-mini-backpack---boxlunch-exclusive/10934567.html</a>	
Peter Pan	Tinkerbelle	Tinkerbelle Pom pom	4	Mass	<a href="https://www.boxlunch.com/product/loungefly-disney-peter-pan-tinker-bell-mini-backpack/11944378.html">https://www.boxlunch.com/product/loungefly-disney-peter-pan-tinker-bell-mini-backpack/11944378.html</a>	
Star Wars	Finn	Finn Rebel Backpack / Brown & Beige	4	Mass	<a href="http://www.thekesselrunway.com/loungefly-finn-mini-backpack-wallet/">http://www.thekesselrunway.com/loungefly-finn-mini-backpack-wallet/</a>	
Little Mermaid	Sequin	Sequin basic bag with silver ariel metal embellishment	3	Disney	<a href="https://www.shopdisney.com/ariel-sequined-mini-backpack-by-loungefly-the-little-mermaid-427243102245.html">https://www.shopdisney.com/ariel-sequined-mini-backpack-by-loungefly-the-little-mermaid-427243102245.html</a>	
Marvel	Rocket	Rocket full body	3	Mass	<a href="https://poshmark.com/listing/ISO-Loungefly-Rocket-Raccoon-Backpack-5d119727adb58d0a6abd5ca3">https://poshmark.com/listing/ISO-Loungefly-Rocket-Raccoon-Backpack-5d119727adb58d0a6abd5ca3</a>	

## FOCUS GROUP ANALYSIS

Today's Date:

November 14, 2020

Focus Group conducted by:

Glo Lamden-McCollough










For:

Spell Boutique / Vanessa Graffe Acosta (Owner)

Goal:

To determine popular fandoms, potential future re-releases

Page# 6

Franchise	Main Character?	Grail Name	Count	Exclusive	Reference	
Minnie	Minnie	MMMA Aulani Paradise Vibes	3	Aulani	<a href="https://poshmark.com/listing/Disney-Aulani-Paradise-Vibes-Mini-Loungefly-5e7ff7733c135c8cc20a6f98">https://poshmark.com/listing/Disney-Aulani-Paradise-Vibes-Mini-Loungefly-5e7ff7733c135c8cc20a6f98</a>	
Minnie	Minnie	MMMA Peter Pan	3	Disney	<a href="https://wdwnt.com/2020/05/photos-follow-the-second-star-to-the-right-a-sneak-peek-at-the-peter-pans-flight-collection-for-the-minnie-mouse-the-main-attraction-june-release/">https://wdwnt.com/2020/05/photos-follow-the-second-star-to-the-right-a-sneak-peek-at-the-peter-pans-flight-collection-for-the-minnie-mouse-the-main-attraction-june-release/</a>	
Mickey a/o Minnie	Mickey & Minnie	Mickey & Minnie Autumn Heart	3	Box Lunch	<a href="https://www.boxlunch.com/product/loungefly-disney-mickey-minnie-autumn-mini-backpack---boxlunch-exclusive/12008759.html">https://www.boxlunch.com/product/loungefly-disney-mickey-minnie-autumn-mini-backpack---boxlunch-exclusive/12008759.html</a>	
Star Wars	Rey	Rey outfit	3	Mass	<a href="https://www.pinterest.com/pin/545287467379285121/">https://www.pinterest.com/pin/545287467379285121/</a>	
Star Wars	Various	Star Wars Kiwi Sticker Backpack	3	Mass	<a href="http://www.thekesselrunway.com/new-loungefly-star-wars-mini-backpacks/">http://www.thekesselrunway.com/new-loungefly-star-wars-mini-backpacks/</a>	
Star Wars	Various	Star Wars Pastel Sticker Backpack	3	Mass	<a href="http://www.thekesselrunway.com/new-loungefly-star-wars-mini-backpacks/">http://www.thekesselrunway.com/new-loungefly-star-wars-mini-backpacks/</a>	
Star Wars	Storm Trooper	Storm Trooper Floral	3	Box Lunch	<a href="https://www.boxlunch.com/product/loungefly-star-wars-stormtrooper-floral-mini-backpack---boxlunch-exclusive/11592769.html">https://www.boxlunch.com/product/loungefly-star-wars-stormtrooper-floral-mini-backpack---boxlunch-exclusive/11592769.html</a>	
Star Wars	Darth Vader	Darth Vader Suit	3	Mass	<a href="https://br.pinterest.com/pin/794181715520234356/">https://br.pinterest.com/pin/794181715520234356/</a>	
Star Wars	R2	R2 Full body - (puffy zipper front)	3	Mass	<a href="https://www.jedineews.com/apparel/articles/pop-in-a-box-loungefly-star-wars-bag-review-r2-d2-mini-backpack/">https://www.jedineews.com/apparel/articles/pop-in-a-box-loungefly-star-wars-bag-review-r2-d2-mini-backpack/</a>	

\*\*Everything else was 2 or 1