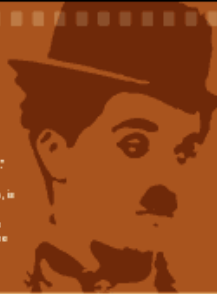


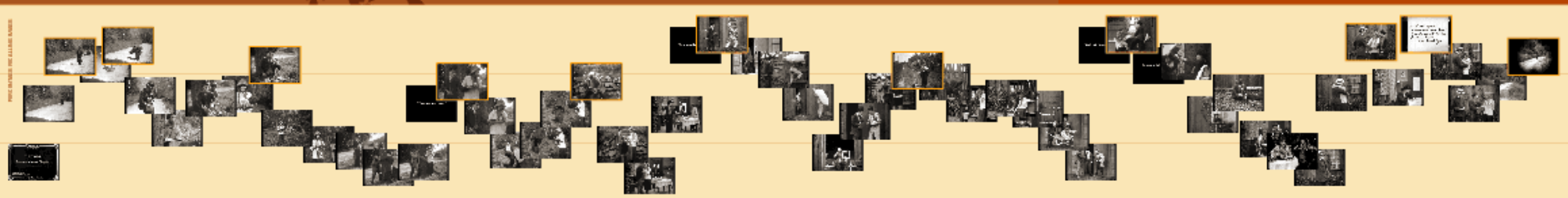
# The Tramp. featuring Charles Chaplin.



The Ameritest Flow of Attention™ graph makes visible the rhythm of visual storytelling. This is an audience analysis of the 27-minute film classic, "The Tramp." On this graph, the height of each picture tells you the percentage of the audience that is paying attention to a particular image. Notice how the star, Charles Chaplin, is the focus of audience attention—his image occurs in most of the memorable storytelling peaks. Peak moments (highlighted) are key to understanding how the structure and drama of film creates an emotional experience. In TV advertising, the same creative process is used to make products famous and build brand image.



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Flow of Attention™ Audience analysis of "The Tramp"