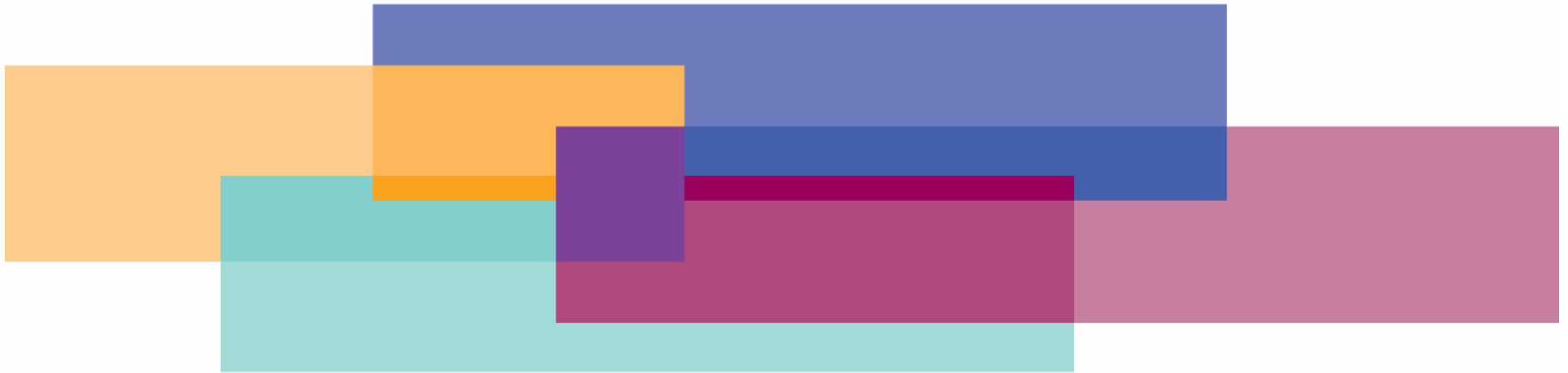


Succeeding with celebrities

MindShare Insights initiative of bringing accountability to celebrity management



Why celebrities?

**Gain attention by
breaking clutter**

**Establish brand's
desired imagery**

Why celebrities?

Gain attention by breaking clutter

Not-so successful stories

Around 80% of the respondents when asked to associate Bachchan with any paint, did so with Asian Paints

Successful stories

Reid & Taylor & AB, customers have started asking about the 'Amitabh wali suiting' in stores...

60% increase in Ad Salience for Sonata after its taking on Dhoni

Why celebrities?

Establish brand's desired imagery

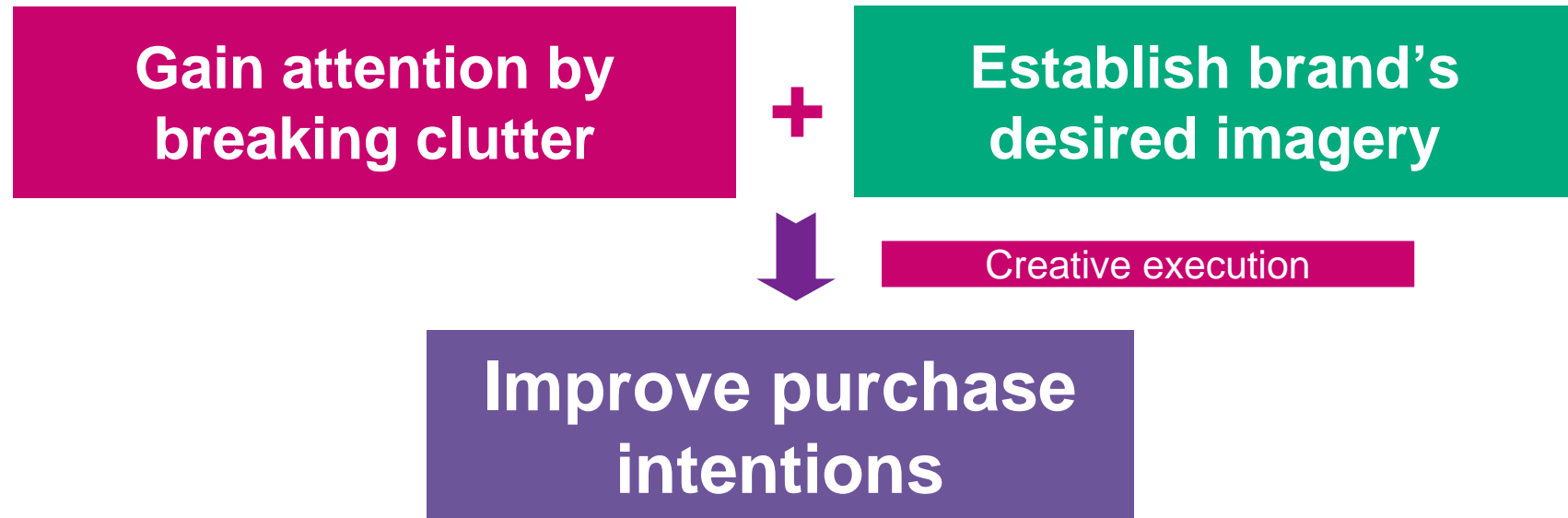
Not-so successful stories

Father / son Bachchan duo & Maruti Versa: People expected a larger than life car, just like the brands ambassador

Successful stories

Bank of Baroda & Rahul Dravid: BOB wanted to change its logo and 97 year old image of 'unresponsive & slow to react'

Why celebrities?



Not-so successful stories

Sluggish sales for Versa despite high support to the Amitabh, Abhishek campaign

Successful stories

Bank of Baroda & Rahul Dravid: BOB notched up 1.26 million accounts in 45 days

How are celeb decisions being made

- Raw popularity figures dominates decision on selection
- “Perceived” imagery of the Star
- Each celeb has a “market rate”, and benchmarking done versus that
 - Related to recent past success

No science being applied

250 Crores being pumped into celeb endorsement , 20%+ growth annually

- 170 Crores on Art & Film celebrities
- 80 Crores on Sports celebrities
- 50% or more of Sports celebrities signed beyond 1 Year window

Even higher monies going on media behind these celebs

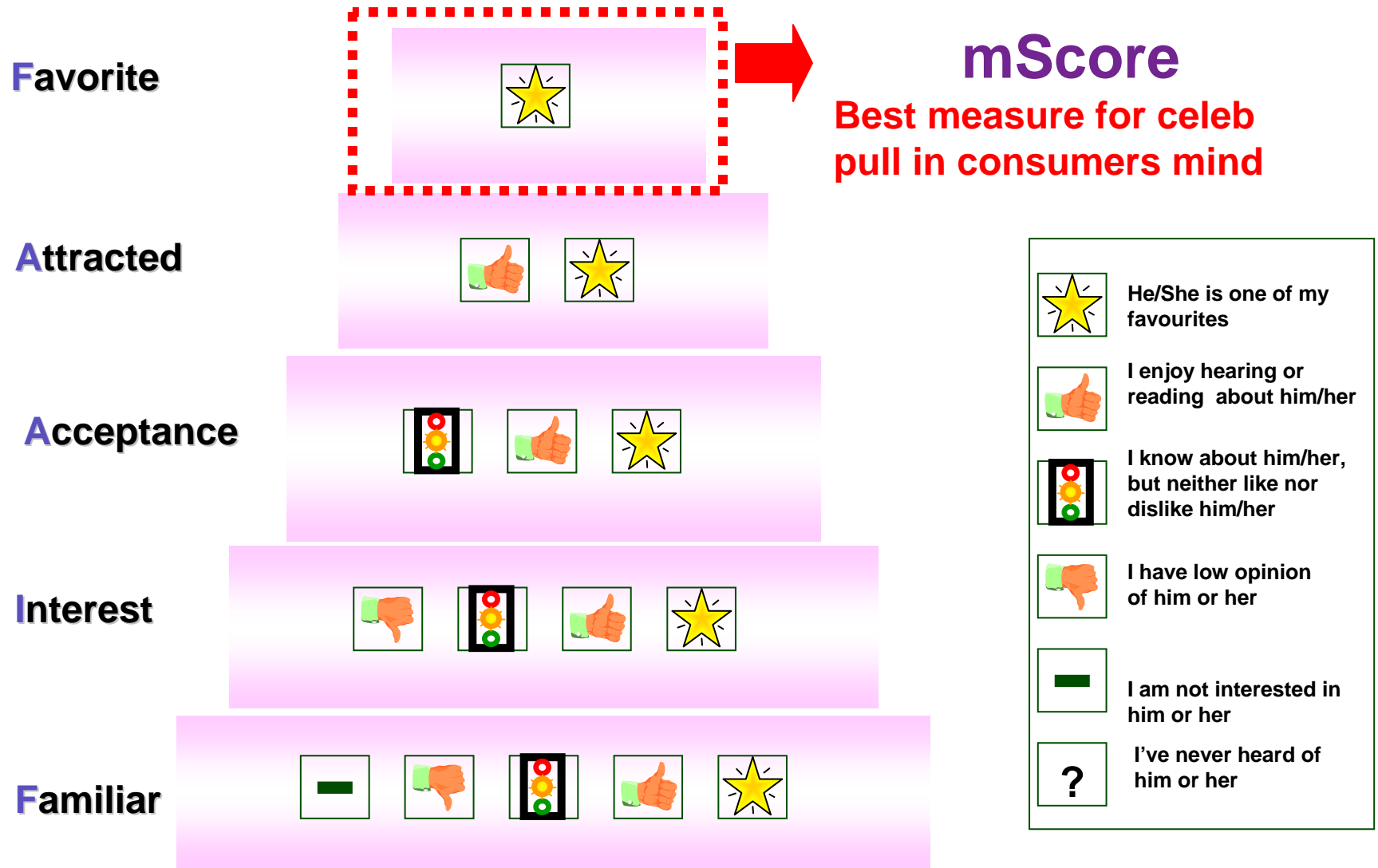


Improve ability to
break clutter

Improve ability to
establish desired
imagery

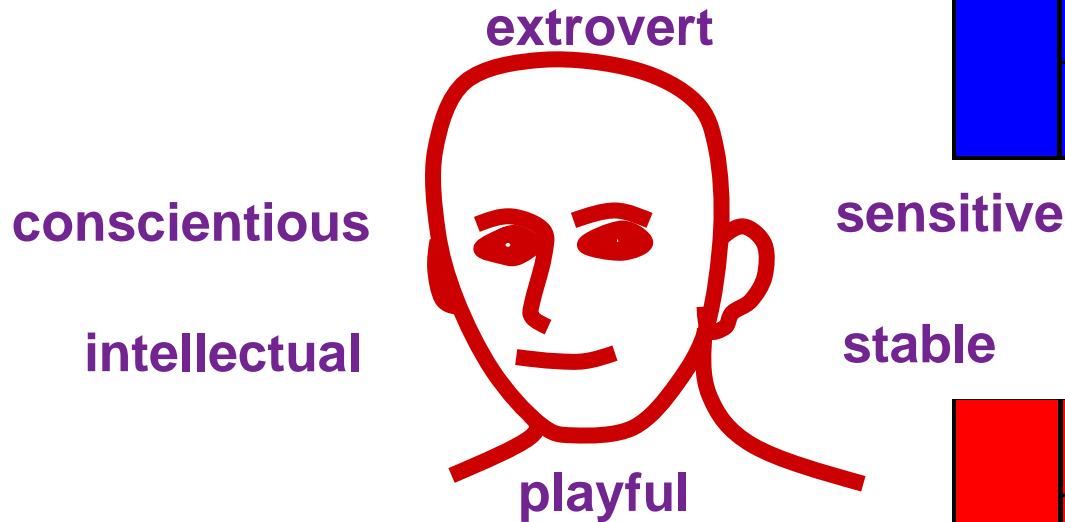


The celeb equity pyramid gives an mScore



Improve ability to establishing desired imagery

6 dimensions derived from human personality tests and research



+ve	Sympathetic	Thorough	Outgoing
	Firm	Easy going / Relaxed	Reserved
	Calm	Clever/Smart	Playful / Fun Loving
	Spontaneous	Straight forward	Sensible

-ve	Over Sentimental	Picky	Overbearing
	Uncaring	Careless	Introverted
	Too Predictable	Overly Complicated	Immature
	Reckless	Simple Minded	Unimaginative

28
Bollywood

23 AP

22
categories

12
sports

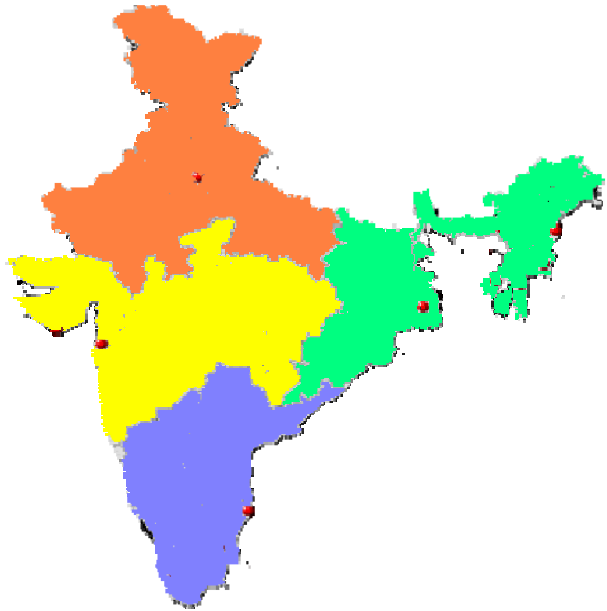
13 TN

86
celebs

140
brands

10 Others
(Small screen,
Arts etc.)

Fieldwork spread across 14 locations



Region	Total Sample
Mumbai	300
ROW Ahmedabad & Pune	350
Delhi	300
RON Lucknow, Kanpur & Ludhiana	350
East Kolkata & Patna	500
Chennai, Coimbatore & Madurai	500
Hyderabad & Vizag	500
Total	2800

- Interviews conducted face to face, using pictures of celebrities & brands as stimulus
- Study conducted as re-contact study from 3D-TGI, another proprietary study from MindShare
- Fieldwork done in October'2006 by IMRB
- All analysis done on ABC, 15-55, all adults in NWE markets



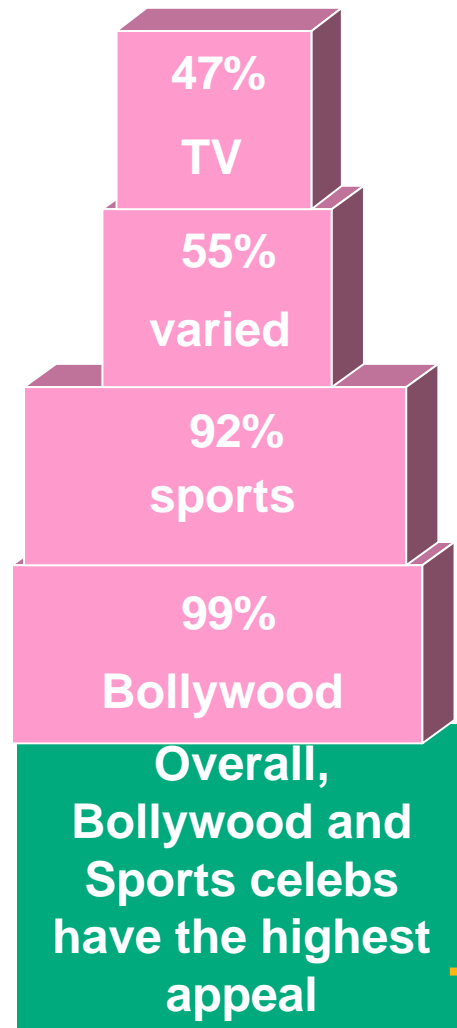
**Answers strategic questions that
niggles marketers in choosing &
managing celebs...**



Q1. Should we limit our choices to Bollywood and cricket only?



There are celebs & there are super-celebs....



Dominance due to 22 of 50 celebs only

Genre	Range (% Favorite)		
	60%-95%	40%-60%	< 40%
Bollywood	4	11	13
Sports	1	6	5
Varied	-	-	6
TV	-	-	4
Total	5	17	28

Platinum Gold Silver

Sports, TV, Movies,
others all represented



Q1. Should we limit our choices to Bollywood and cricket only?



CelebZ recommendation :

Yes

No

=> If brand task requires high appeal base, limit your choice to Bollywood & cricket only

**Level playing field across Silver tier
=> If focused audience**

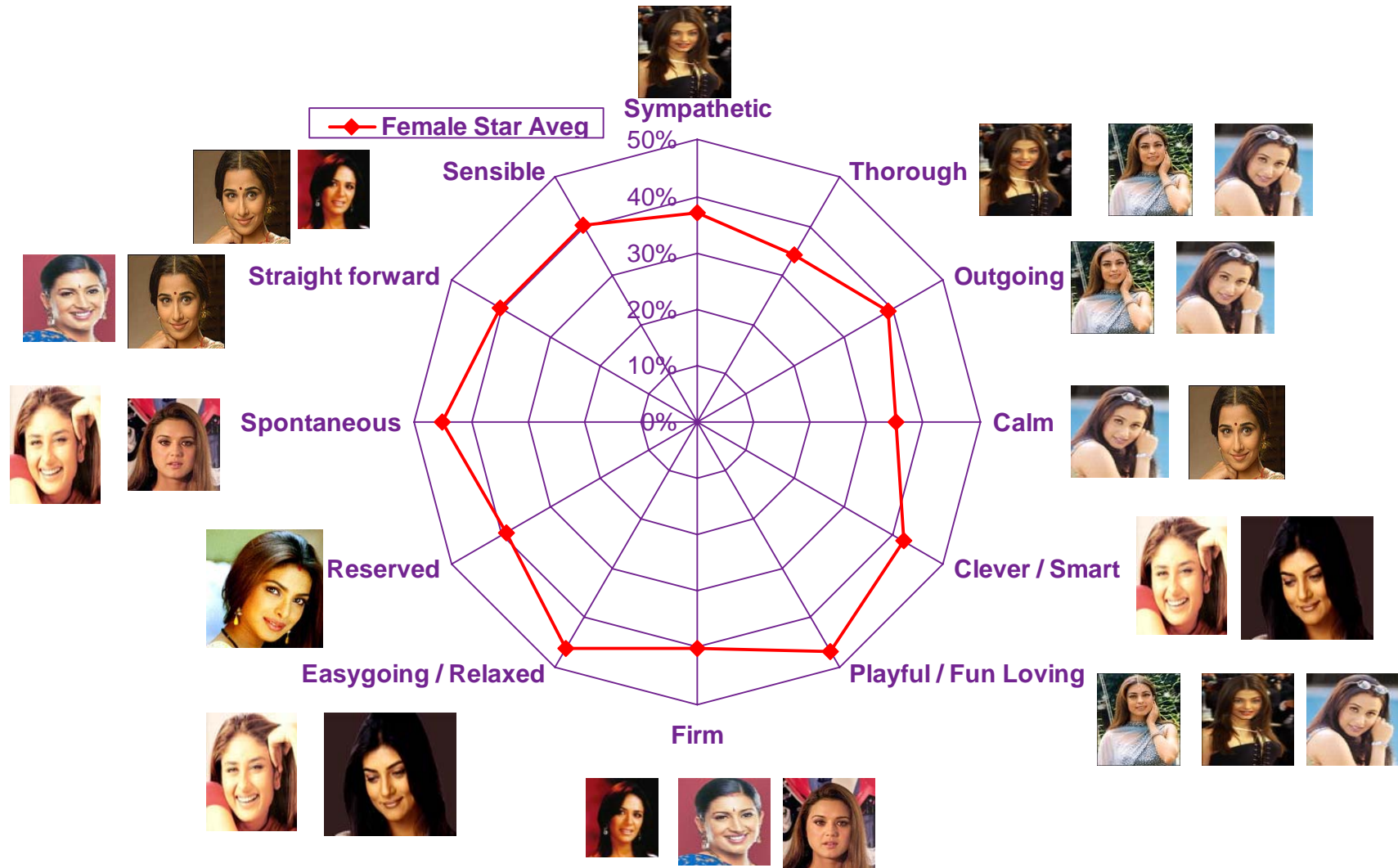




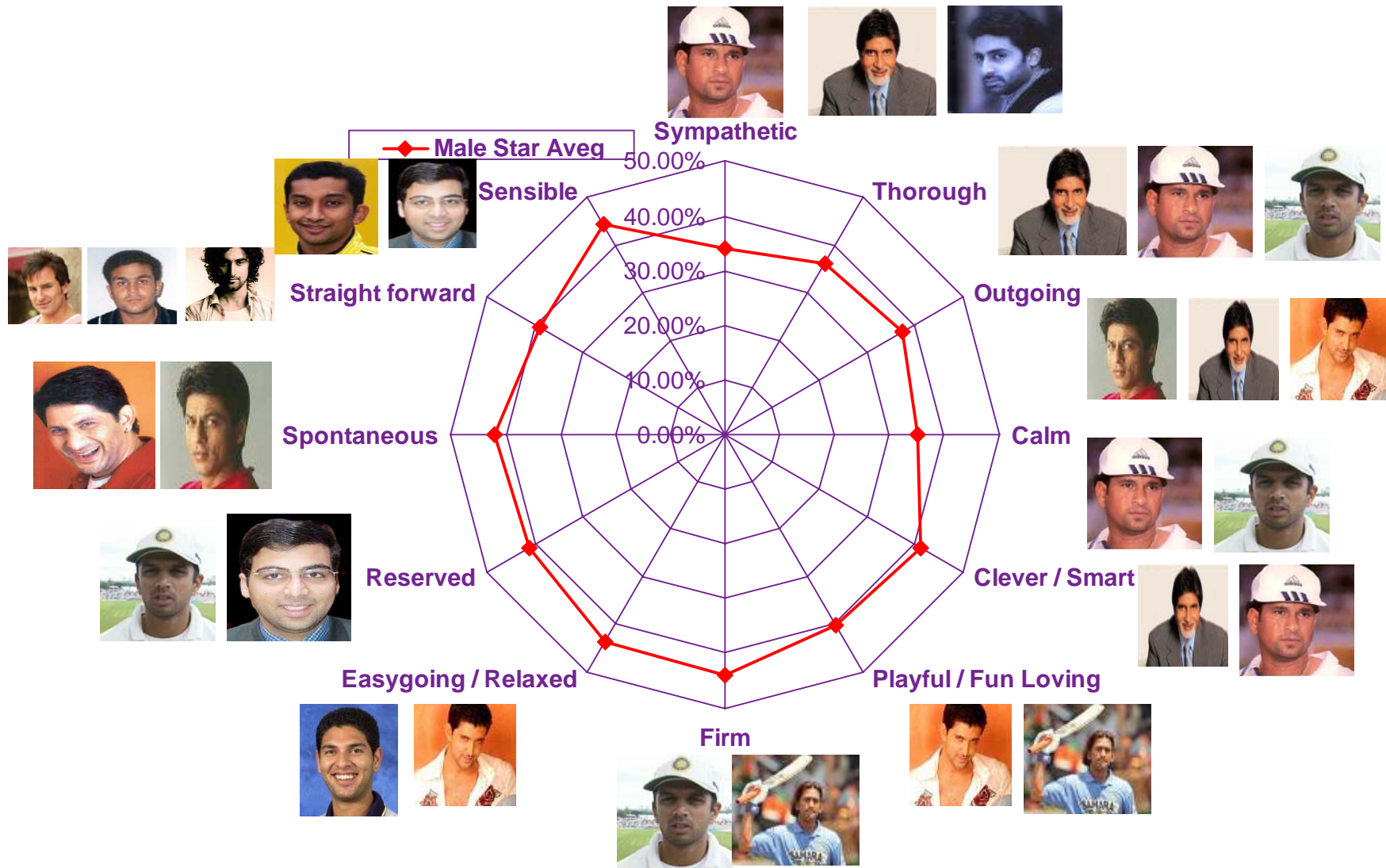
Q2. Which celebs best represents my brand's most important personality trait?



Most distinct personalities amongst female celebrities



Most distinct personalities amongst male celebrities





Q2. Which celebs best represents my brand's most important personality trait?



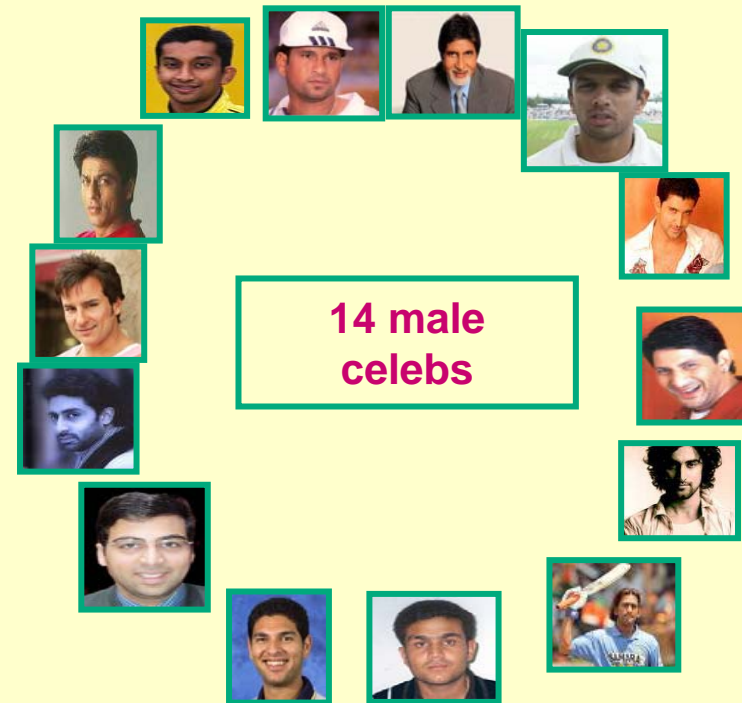
CelebZ recommendation :

Choice restricted to:

=> Not just platinum, but silver celebs also possess unique traits



=> Male celebs possessing unique traits out number their counterparts

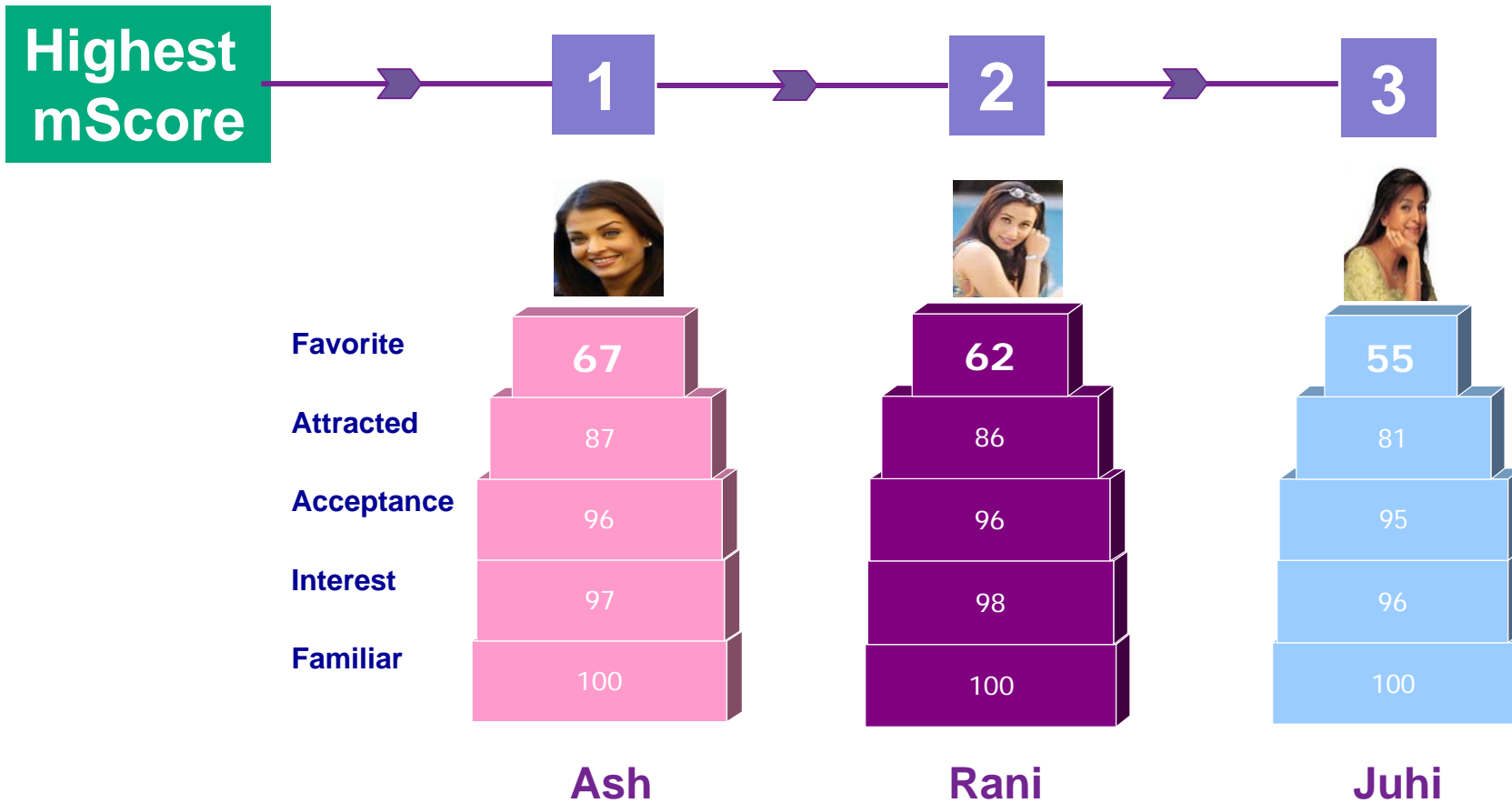




Q3. Should I sign only those in limelight?

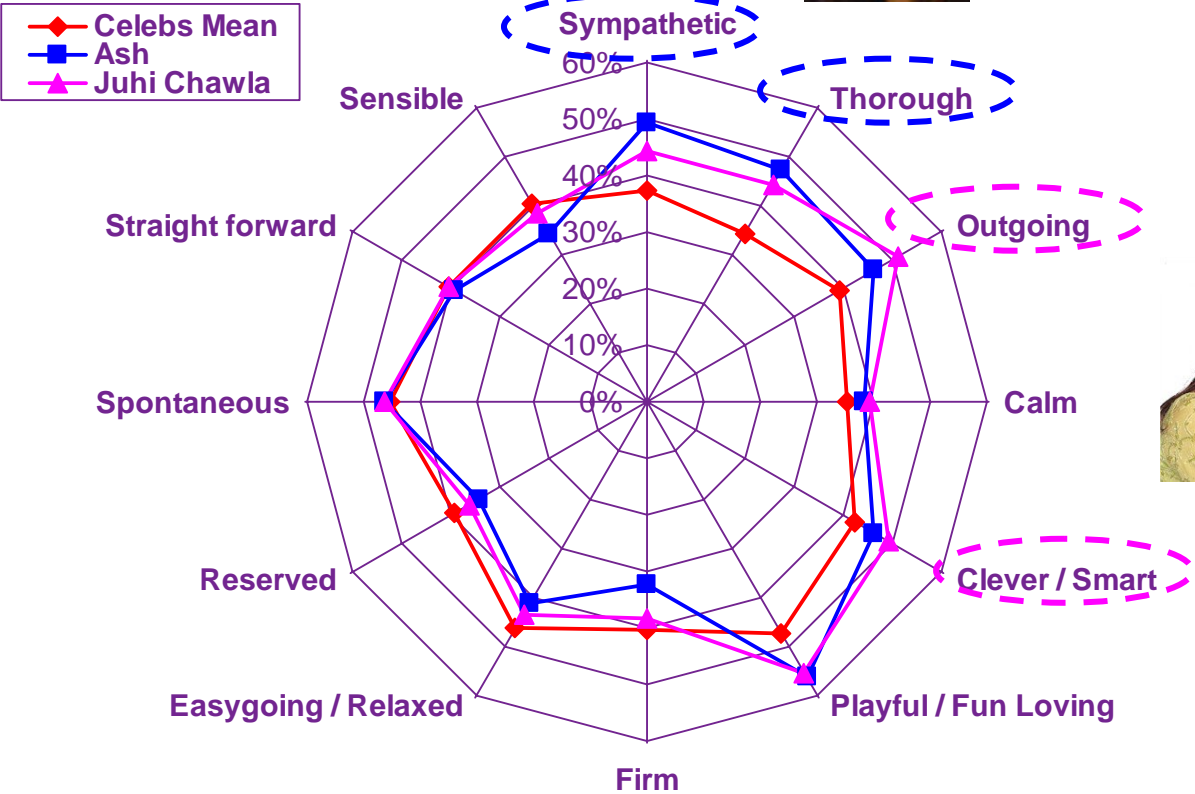


Leading divas of India



Everlasting charm : Juhi casting her magic over two decades !!

Personas of Ash and Juhi equally strong





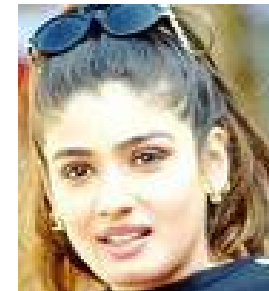
Q3. Should I sign only those in limelight?



CelebZ recommendation :



Out of Stardom does not mean out of action.
Value for Money!



Worthwhile considering stars out of spotlight



INSIGHTS





Q4. Creatively leveraging personalities of celebrities?



Dravid- What's behind the wall?

The wall

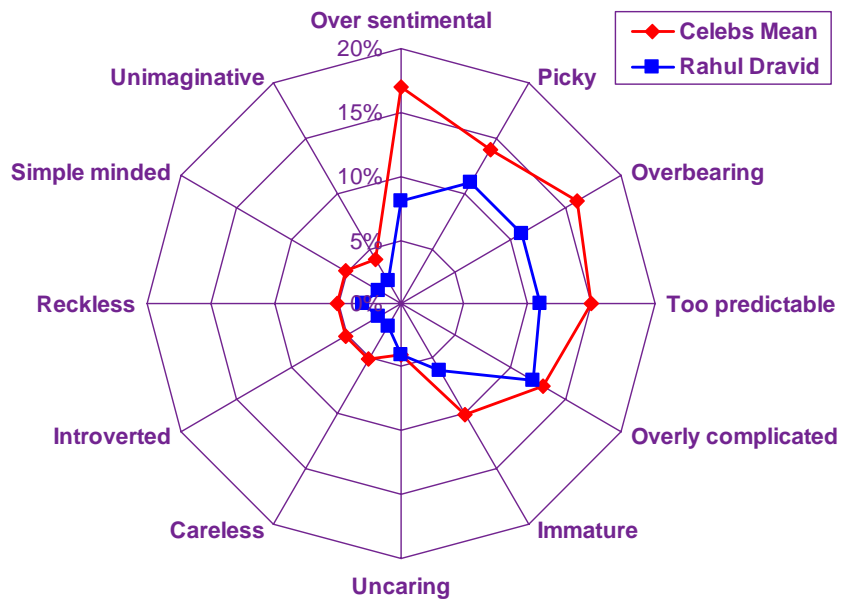


Decoding the DraVinci code



Copybook style resulting in being perceived as unimaginative, predictable . . . ?

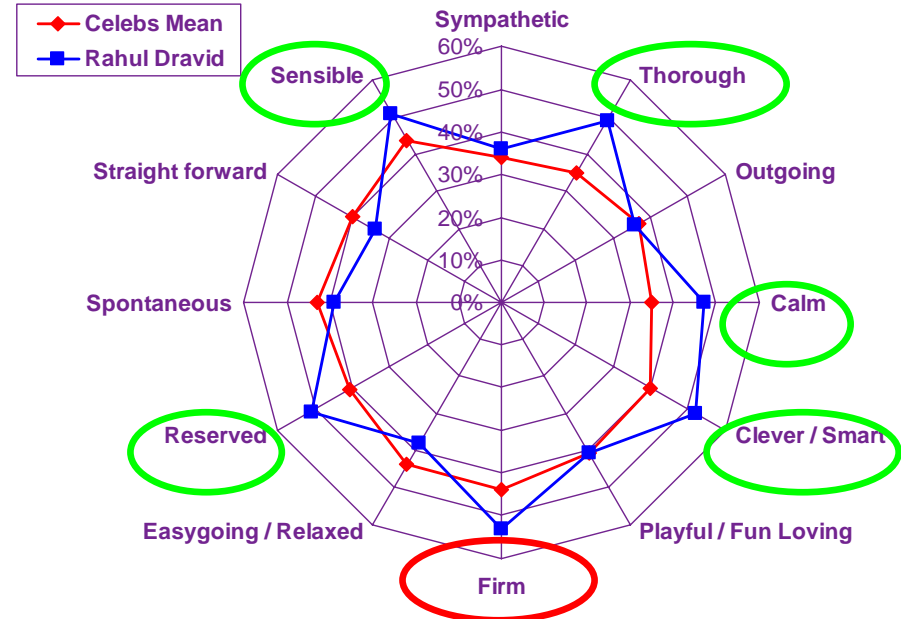
Negative Attributes



No baggage
No creative restrictions

Many unexploited strong facets to Dravid's public perception

Positive Attributes



Opportunity to leverage other dimensions



Note: Celebs mean is on all celebs measured at India level






Q4. Creatively leveraging personalities of celebrities?



CelebZ recommendation :

New avatars of Dravid

Calm



Firm



Thorough




Reserved



Sensible



Clever/Smart





Q5. If I am a premium luxury brand will my choice of celebrity be different?

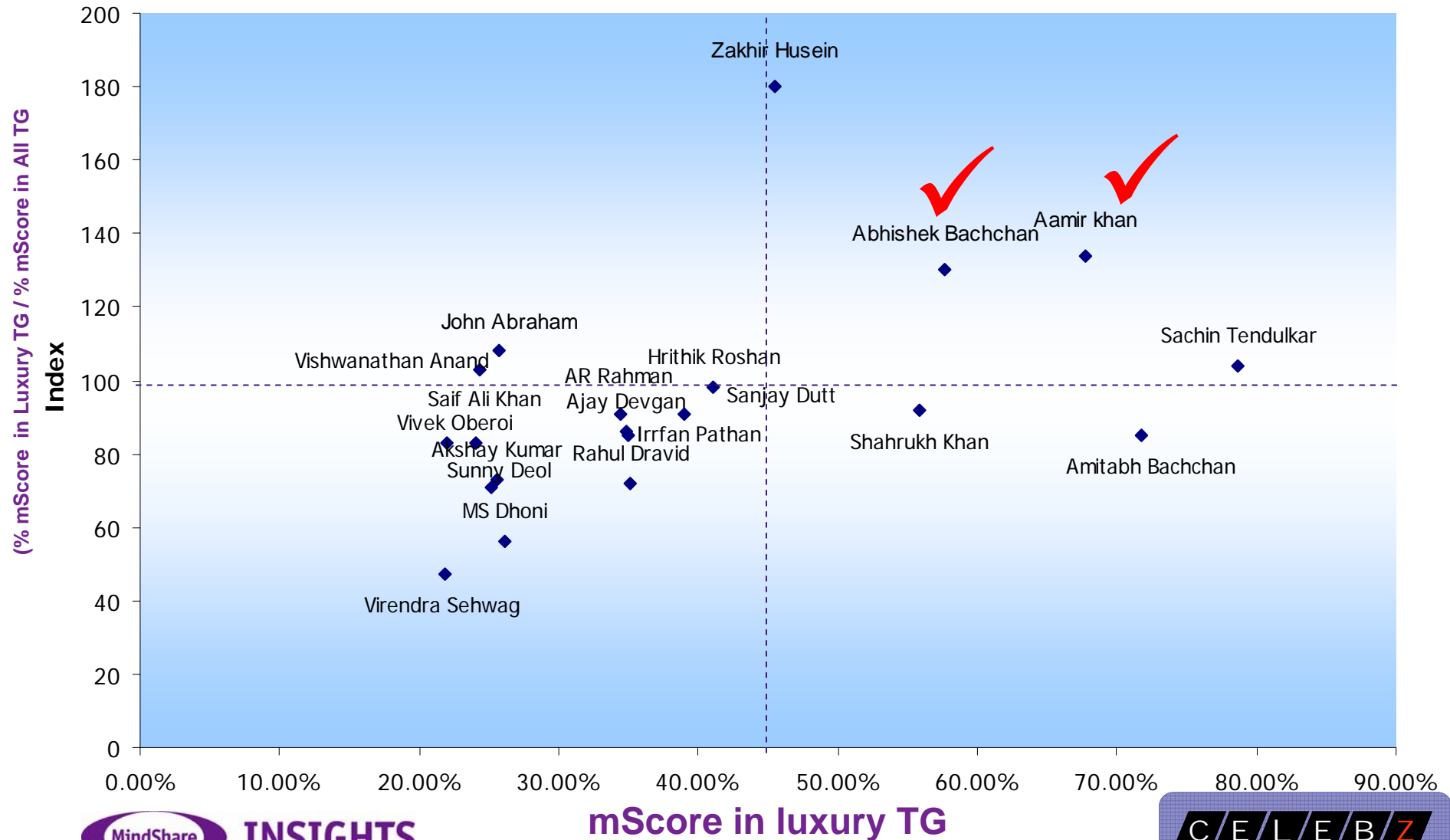


Mapping the premium luxury brand consumer

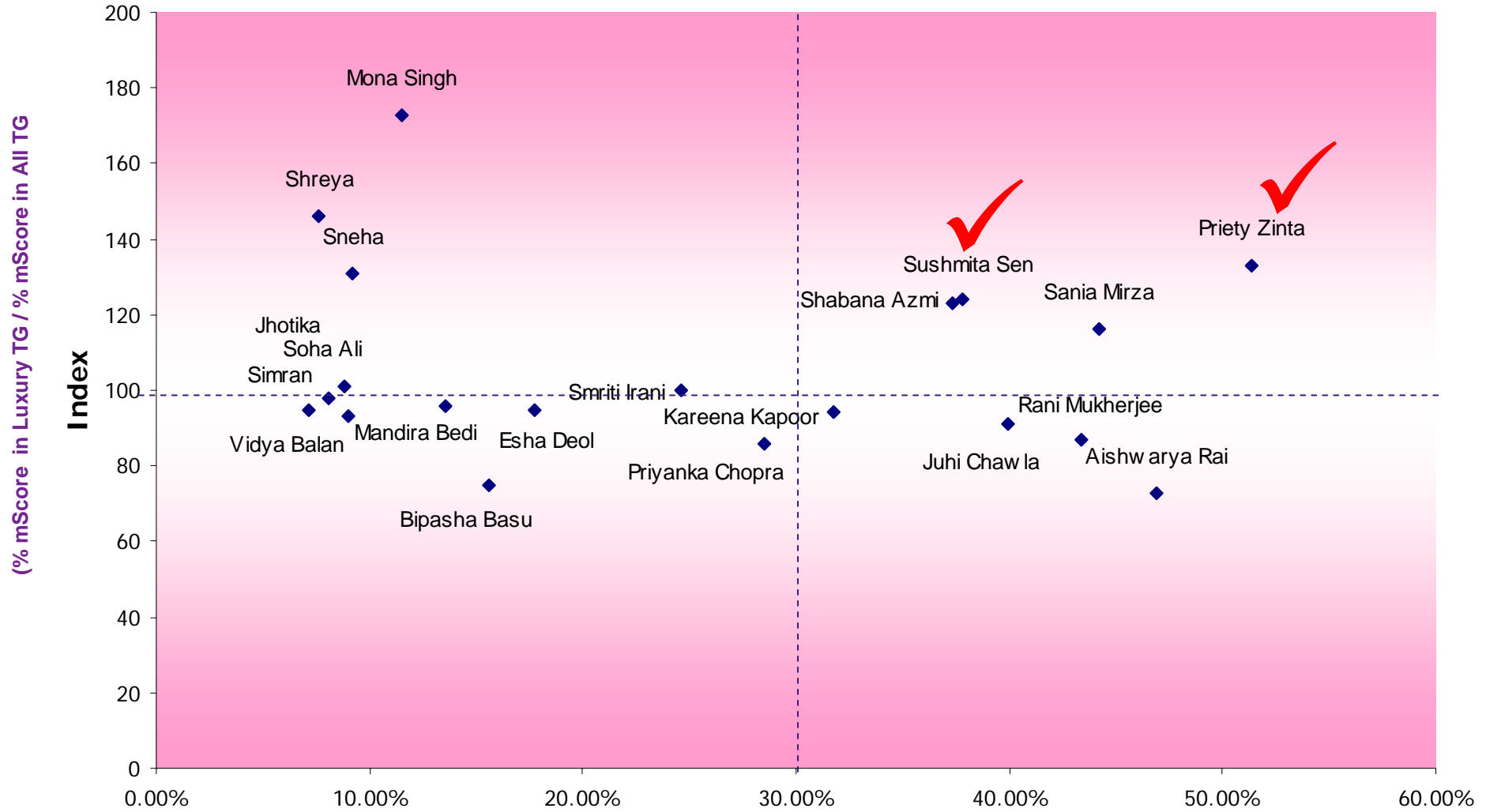
I want to be different from others
I am a very confident person
You can tell a type of person by the clothes they wear
Success means you have money and social status
I usually wear a complete matching outfit
I often wear valuable jewellery
I consider accessories very important
I spend a lot of money on clothes
A designer label improves a person's image
I like to keep up with the latest fashions
I want to get to the very top in my career
I usually speak my mind, even if it upsets people
I like to stand out in a crowd

- ✓ Individuals who strongly concurred to 7-13 statements
- ✓ Were in SEC A
- ✓ Females, 24-41 yrs

Best fit - males



Best fit - females





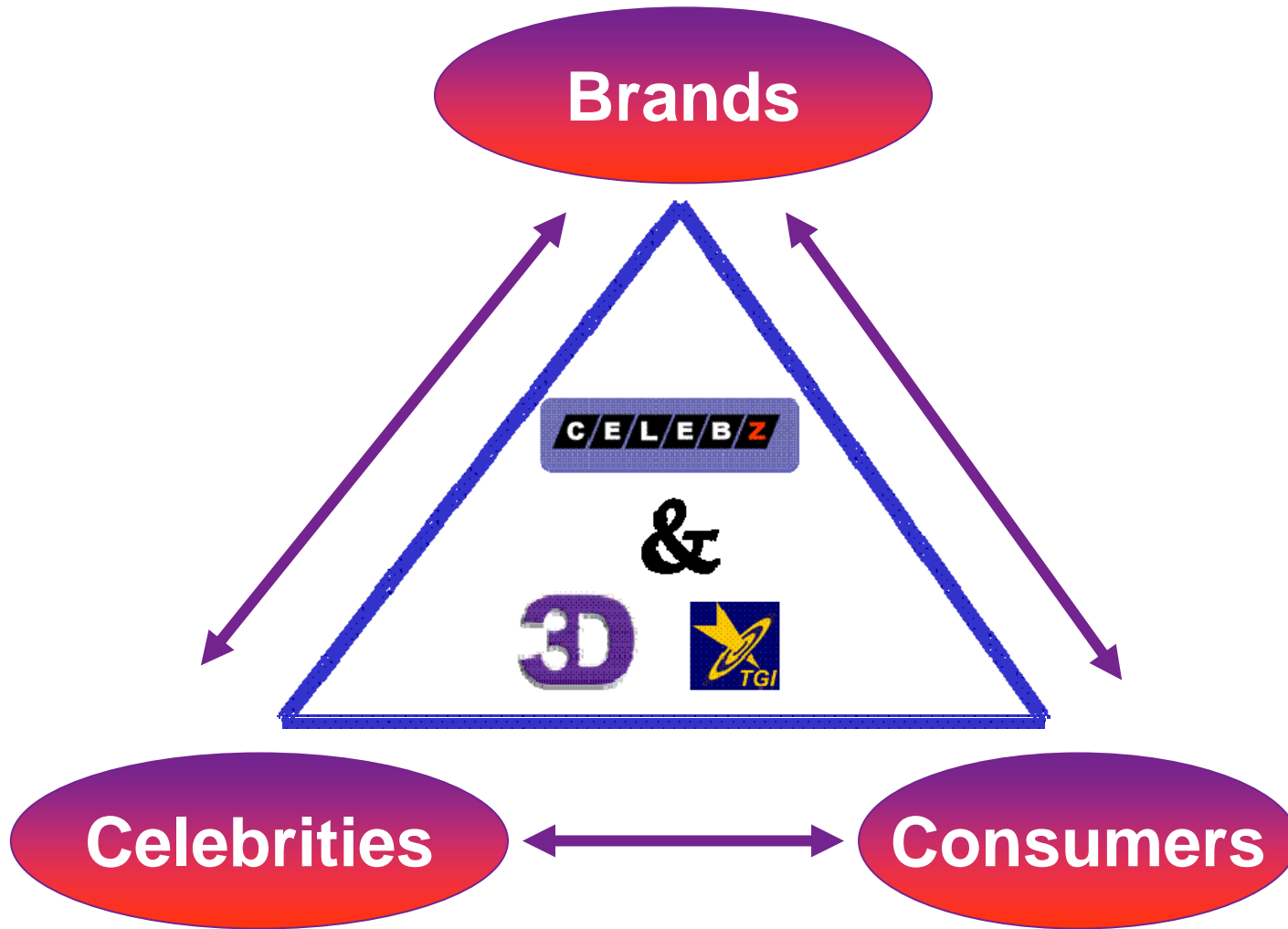
Q6. If I am a premium luxury brand will my choice of celebrity be different?



CelebZ recommendation :



Delivers much more.....



Bringing accountability to celebrity management

- For marketers:

- Identifying the best celeb fit to grow brands in terms of mScore & persona fit
- Can even target basis attitudinal level
- Can even target basis geographical level
- Tool for benchmarking value of star to the brand

- For celebrities:

- Understand where their appeal lies
- Which brands they can add most value too
- Which brands can hurt their image

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Phone: +91 124 409 2333**