



Celebrity Advertisements

Exposing A Myth of Advertising Effectiveness

Copyright 2013. Ace Metrix, Inc. All rights reserved. Content contained in this document is the property of Ace Metrix and must be treated as proprietary. Distribution of this document outside of Ace Metrix, without prior written consent from Ace Metrix, is prohibited. Ace Metrix, Ace Score and the Ace Metrix logo design are registered trademarks and Ace Metrix LIVE, Ace Metrix PRE, Ace Metrix TREND, Ace Metrix TARGET, and Ace Metrix MOBILE are trademarks of Ace Metrix, Inc. in the United States and other jurisdictions. All other trademarks the property of their respective owners. Ace Metrix assumes no responsibility for any inaccuracies in this document. Ace Metrix reserves the right to change, modify, transfer, or otherwise revise this publication without notice. AMInsight_Celeb_2.8.13v1

Published March 2012, reprinted February 2013.

Executive Summary

Popular wisdom asserts that getting a celebrity endorsement is a tried-and-true, simple-to-implement way to maximize advertising effectiveness that yields stronger ties with viewers and, ultimately, greater sales. Not only do advertisers incorporate celebrity endorsements into campaigns, frequently they develop campaigns around them.

Our study of more than 2,600 ads found that—contrary to popular wisdom—celebrity ads do not perform any better than non-celebrity ads, and in some cases they perform much worse. In our data, whether or not a celebrity endorses a product was unimportant in determining whether an ad resonated with viewers. In fact, when compared with industry norms, relatively few celebrity ads were able to earn performance marks above their industry averages.

A quick glance at the most recent ads for TVs foreshadows the results from our full-scale study. Over and over again, our analysis illustrated that celebrity ads performed either below average or merely equaled it. With rare exception, celebrity endorsements were largely ineffective and failed to yield the benefits popular wisdom promises.

Television Ads From September-December 2010: Average Score = 572

Brand	Ad Title	Ace Score	Celebrity
Samsung	True to Life	620	n/a
Samsung	Apps You Want On Your TV	616	n/a
Panasonic	The Contrast, Clarity, and Smoothness	615	n/a
Sony	TV and Internet Together	590	n/a
Toshiba	Man Creates Female Sportsfan	584	n/a
Sony	Helping Move Products	575	Peyton Manning
Sony	Internet HD	548	Jim Nantz & Peyton Manning
Vizio	Ignored for the TV	539	Beyonce Knowles
Sony	Industry Leader Needs Help	535	n/a
Sony	Watch Alice in Wonderland in 3D	495	n/a

Consequently, given the cost of these endorsements (some estimates upwards of \$50 billion), there is a greater return for advertising executives who focus on the creative content of an ad, in particular aspects of the messaging that grab attention, demonstrate relevance, and inform viewers about the product rather than the endorser. These creative components—not celebrity endorsements—drive positive responses from viewers and resonate across demographics.

Clever and creative use of celebrities in advertisements **can be effective given the right context**. We have seen this with Troy Polamalu for *Head & Shoulders*, Betty White and Aretha Franklin for *Snickers*, among others, however it is important to keep in mind that if viewers are confused or do not understand the connection between the celebrity and the product, receptivity to the ad can be negative. Moreover, the inherent risk in affixing business interests to imperfect, individual personalities should warrant additional concern.

Celebrities are often polarizing—even within demographic targets. A good example is with Cosmetics. Some women believe Sarah Jessica Parker is beautiful, but others do not – the eye of the beholder issue. Brett Favre is another highly polarizing celebrity. This creates uncertainty and risk beyond the campaign message.

In sum, popular wisdom requires revision: the evidence shows that celebrities alone cannot make an ad successful and do not serve as a simple, easy way to improve ad effectiveness. Advertising executives are wise to focus on messaging and keep a close eye on the potential downside of celebrity endorsement.

Introduction

One of the most widely held beliefs in advertising professes that celebrity ad endorsements enhance persuasion and improve advertising effectiveness. The rationale behind this perspective argues that celebrities are better able to connect with viewers by increasing attention levels, being likeable, by utilizing perceived credibility to lobby for the product, and, ultimately, by merging positive associations of the celebrity with the product. In brief, celebrities are supposed to make viewers feel more connected with the product and more likely to choose the product over the competition. This positive view of celebrity endorsement is so widespread that it is not surprising that celebrities currently appear in about 15 percent of advertisements in the United States while “an estimated \$50 billion is invested globally on corporate sponsorships and endorsements” (Crutchfield, 2010).

A recent article in *Ad Age* (“Celebrity Endorsements Still Push Product”, September 22, 2010) restated the pro-celebrity endorsement perspective, arguing that the possible benefits of celebrity endorsements outweigh the risks. The article noted that previous academic studies have found correlations between the announcement of celebrity endorsements and both stock market fluctuations as well as short-term sales figures. In addition, the article observed that celebrity ads have always been stylish and have a long history of being used in advertising. While it is difficult to argue that advertisements have frequently featured celebrities, whether or not those celebrity endorsements effectively impacted audiences, improved sales, or generated positive ROI remains unanswered. Moreover, a clear caveat regarding these studies is that not every celebrity endorsement is positively correlated with sales or stock market returns.¹ In other words, not all celebrities are equal when it comes to product endorsement advertisements.

From an alternative perspective, others question whether celebrity endorsements *really* bring benefit to the products and brands they endorse. Purveyors of this perspective argue that celebrity endorsements are expensive and may not “pay-off” by improving sales, brand imagery, or ROI. While it is easy to identify exemplars (e.g., Michael Jordan for *Nike*), naysayers question whether positive celebrity effects are the exception or the rule. For instance, a recent article in *The New York Times* reported the results of an online advertisement analysis which showed that celebrity endorsements failed to garner as many viewers as ads not featuring celebrities (“In Online Ads, Celebrities Fall Short”, December 19, 2010).

Finally, it is worth noting that corporations take on real business risk when tying their brand to a single, fallible individual. Despite having earned \$1 billion from endorsements over the course of his advertising career, Tiger Woods is currently a pariah among advertisers in search of celebrity backing. *Yahoo! Finance* recently reported that Gillette, Accenture, AT&T, and Gatorade have all decided they will no longer use Woods as a spokesperson (“Gillette Won’t Renew Contract With Tiger Woods”, December 23, 2010). This is hardly surprising given the negative media attention focused on Woods’

¹ This is not to mention that sales figures and stock market returns are time-dependent results. Correlation-based findings indicating the impact of celebrity endorsements on various financial outcomes should not be ephemeral in order to truly assign credit to celebrity endorsement.

private life and speaks to the point that celebrity endorsements may have greater costs to corporations than just talent service fees. In other words, the tolls associated with additional public relations advising should factor into the overall calculus of enlisting a celebrity to endorse products.

The case of Tiger Woods is not an unusual one. Examples abound. After being charged with dog-fighting, *Nike* severed ties with Michael Vick. When Kobe Bryant was accused of sexual assault, *McDonald's* ended their relationship with him. Recently, *Wrangler* and *Snapper* decided to stand by Brett Favre as he faces sexual harassment claims (“Sponsors Wrangler, Snapper Stick With Brett Favre”, December 30, 2010).

OBJECTIVES

Despite its high price tag, a celebrity endorsement is frequently mentioned as an easy way to improve both brand imagery and sales. Conventional wisdom has it that celebrity endorsements distinguish and separate products from the competition. Moreover, in certain industries celebrity endorsements appear to be a *barrier-to-entry* (e.g., Apparel & Footwear).

Although theories of persuasion point toward the potential benefits from celebrity endorsements (e.g., cognitive cues, identification, etc.), the question of whether celebrities positively affect advertising is an empirical one.

Do celebrity ads actually outperform their non-celebrity counterparts? Moreover, in a relative sense, do some celebrities resonate better with viewers than others? What kind of distribution of success and failure exists among celebrity ads?

METHODOLOGY

Ace Metrix has developed a unique approach to measuring the creative effectiveness of television advertising. Leveraging a standardized survey instrument and proprietary scoring algorithm Ace Metrix has scored more than 9,000 television advertisements; in doing so, Ace Metrix has created the world's largest syndicated database of television advertising effectiveness.

Ace Metrix standardized questions fall under two major dimensions of TV advertising effectiveness: the persuasive power of an ad's content (Persuasion) and the likelihood of repeat viewing (Watchability). A unique set of factors are measured for each dimension.

For the Persuasion dimension, six factors are measured:

- **Desire** (the extent to which the ad generates/increases desire for the product/service in viewers' eyes)
- **Relevance** (the extent to which viewers can relate to ad's content)
- **Information** (the extent to which the ad communicates new information)
- **Likeability** (the extent to which viewers like the ad)
- **Change** (the extent to which the ad causes viewers to sense that the brand is moving in a new direction)
- **Attention** (the extent to which the ad attracts and holds viewers' attention)

For the Watchability dimension, the likelihood of repeat viewing is measured under the 3 viewing conditions:

- While watching their favorite TV program (**high involvement** TV viewing condition)
- While watching TV with mild interest (**moderate involvement** TV viewing condition)
- While channel-surfing (**low involvement** TV viewing condition)

Based on proprietary, patent-pending algorithms, Ace Metrix calculates the overall summary score of each ad's effectiveness (i.e., the Ace Score).

In 2010, Ace Metrix tested 263 unique nationally televised ads featuring celebrity endorsements. These ads spanned 16 industries and 110 brands.² All ads were tested within 48 hours of breaking nationally thereby capturing immediate rather than "cultivated" advertising effectiveness. In addition, a "control group" of non-celebrity ads was acquired for the sake of comparison.³

Subsequent to airing, each advertisement was electronically captured and shown alongside a series of other breaking ads ("a flight") as an online survey. Survey respondents were asked to view and evaluate each ad monadically. Respondents were recruited from an online panel with each ad test varying in sample size between 498 and 608; invitations to participate in ad testing were stratified to ensure the sample would be nationally representative.⁴

The decisive benefit of the Ace Metrix methodology is that it provides advertisers with a metric of relative comparison. Unlike other measures of advertising effectiveness, Ace Scores allow advertisers to evaluate the performance of an ad in a variety of competitive settings: (i) compared with another ad; (ii) compared with the average of all ads in our database; (iii) compared with an ad's competitive set; or (iv) compared with some other configuration of ads. While custom research studies are limited in their ability to assess relative performance, Ace Scores and its components provide an opportunity for advertisers to place their ad in any context they choose. Consequently, advertisers gain a substantial advantage over the competition by being able to compare and contrast their ad with any other ad or group of ads. The effect of this is that it eliminates the classic apples-to-oranges problem frequently observed as limitation of custom research and yields scientifically-valid metrics that are unbiased and consistent across all ads and industries.

Beyond providing a valid method for standardization and comparison, Ace Scores provide a multi-dimensional snap shot of the immediate human response to an advertisement. Unlike simple measures of advertising effectiveness (e.g., unaided or aided recall, likeability, etc.), Ace Score components provide specificity about how attention-grabbing, relevant, informative, likeable, and attitude-shaping the ad was in addition to how desirable the product was. This information is substantial in that it allows advertisers to not only know that they created a good (or bad) ad, but sheds light on why that ad performed positively or negatively. That is, Ace Score components explain what worked and didn't work.

FINDINGS

Do celebrity endorsements result in higher Ace Scores or Ace Metrix component scores?

The answer is resoundingly no. To make a fair comparison, we narrowed the list of advertisements in the non-celebrity "control" group to include only the same industries included in the celebrity group.⁵

Across the board, celebrity ads scored lower than non-celebrity ads in terms of both Ace Scores and Ace Metrix component scores.

² List of celebrity ads included in Appendix

³ See <http://www.acemetrix.com> for detailed information discussing the Ace Score

⁴ Ad testing began January 1, 2010 and continued up to and including December 5, 2010

⁵ By doing this, we eliminated the claim that results were influenced by industry not celebrity effects

Additionally, it is compelling to observe that the various Ace Metrix component scores (e.g., measures of persuasion, attention, and likeability) which are all part of the underlying rationale supporting the celebrity endorsement argument failed to show a positive effect for celebrity ads. In particular, celebrity ads scored poorly when it comes to “Desire,” indicating that the presence of a celebrity was associated with viewers indicating less of the attitude “I want that”—a negative result for any advertisement. Relevance and information are where celebrity ads fell—two key drivers of ad success according to Ace Metrix data.

Average Scores Depicted

	Ace Score	Persuasion	Attention	Likeability	Information	Relevance	Change	Desire	Watchability
Celebrity Ads	514	570	622	604	553	550	592	544	571
Non-Celebrity Ads	529	587	635	617	569	574	601	570	578

Ace Scores are scaled to range between zero and 950

Beyond simple mean comparisons, we wondered whether variation across industries affected the story. To determine whether varying industry norms changed whether celebrity ads were effective, we conducted a regression analysis including both a variable for industry norms as well as an indicator variable for whether the ad featured a celebrity or not.

The results showed that even after controlling for industry norms (which do vary across industries), ads featuring celebrities tend to have lower Ace Scores.

An ad featuring a celebrity—on average—was rated 9 points lower than ad without a celebrity.

Furthermore, when examining the effect of celebrity ads by industry (i.e., the statistical interaction between them) the results showed that there were only a few cases where celebrity ads outperformed their counterparts. When celebrity ads did do better, the margin of difference was *very* small.⁶ Certainly small enough to wonder whether such nominal gains were worth such astronomical fees.

Beyond the aggregate level, it is even more compelling that neither Ace Scores nor Ace Metrix component scores exhibited varying patterns across gender or age groups. When evaluating average differences between gender and age groups, there were minimal differences between demographic categories.

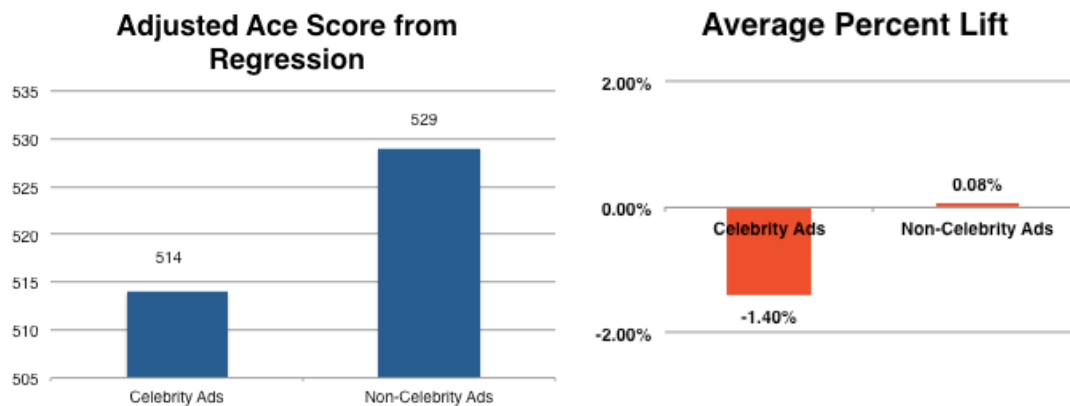
Again, we considered the possibility that advertising effectiveness varied both by demography and by industry. One way of accounting for this concern entails considering how much “lift” the ad provided beyond its industry norm. An advertising “lift” statistic is a simple improvement calculation that shows—in percentage terms—how much better or worse an ad did compared with its industry competition.

Why do this? We wanted to rule out the possibility that a celebrity ad which was targeted at a certain demographic would not be penalized in our analysis for not appealing to other demographic groups. That is, if an ad was targeted at men, we did not want to misrepresent the effectiveness of the ad by only considering overall lift. Rather, to be sure of our results, we examined the “celebrity effect” based on lift for the top performing demographic.⁷

⁶ See Appendix for the graphical depiction of the interaction between Industry and Celebrity Ads

⁷ This meant that the best performing demographic varied on an ad-by-ad basis.

The graph below shows the penalty of featuring a celebrity in a televised advertisement among viewers in the ads most receptive demographic. To be clear—on average—having a celebrity in an ad detracted from the ad’s effectiveness compared to the industry average by 1 percent among the demographic target the ad most appealed to.^{8,9,10} Consequently this rules out the claim that targeting was responsible for poor celebrity performance. In fact, celebrity endorsements hurt product advertisements even among target markets. In sum, regardless of gender or age, advertisements without celebrities out-performed advertisements with them.



ARE ALL CELEBRITIES EQUAL? DO SOME PERFORM BETTER THAN REST?

Across the board, the celebrity with the best performance was Oprah Winfrey. Each of Oprah Winfrey’s three ads performed highly across gender and age groups. Because Ace Scores are standardized, they are comparable on an ad-by-ad basis.

Moreover, Oprah’s lift was spectacular. Insurance is an industry that suffers from a relatively low industry norm – consequently each of Oprah’s ads performed well not just in an absolute sense (i.e., across all ads) but particularly in a relative sense (i.e., among all 2010 insurance ads).

Although Oprah's performance is commendable, it’s noteworthy that we cannot fully attribute the success of the ads she was in to her celebrity alone. That is, each of the three ads that Oprah was featured in was a “cause-themed” ad, meaning that it included a PSA-type of message; in this case, advocating against unsafe driving practices (“texting while driving”).

Because Oprah Winfrey did not appear in any *product endorsement ads*, it is difficult to say with certainty whether her celebrity is responsible for her strong performance or whether something else is responsible. Unfortunately, there are so few “cause-themed” ads that testing this claim reliably is difficult.

⁸ This difference is statistically significant.

⁹ It should be intuitive that the average for the Non-Celebrity group is zero (i.e., because the size of the non-Celebrity sub group is both large and accounts for 91 percent of the overall sample)

¹⁰ To be absolutely certain of our claim, we examined a series of cosmetics ads featuring celebrities among women of all ages. While the ads were slightly better received among women than men, there was still a negative celebrity effect with each ad scoring below the cosmetics industry average.

How did the other celebrities do?

Oprah aside, it is remarkable that so few celebrity ads were able to considerably impact viewer perceptions beyond industry norms. Of the 263 celebrity ads tested, only 31 exceeded 10 percent lift. In other words, only 31 celebrity ads did better than 10 percent above their respective industry average.

TOP CELEBRITY ADS BY LIFT

Celebrity	Brand	Ad Title	Lift
Oprah Winfrey	Liberty Mutual Auto Insurance	Think You Can Text And Drive?	34%
Ed Burns	ishares	(AUG) Ed Burns Swallows Camera	28%
Oprah	Progressive	Matthew Willound Killed By Cellphone User	24%
Oprah Winfrey	Progressive	Distracted Driving	22%
Carl Weathers	Bud Light	Bud Light Playbook	18%
George Strait	Wrangler	National Patriot Program	17%
Troy Polamalu	Head & Shoulders	Troy Polamalu Uses Teammate's Shampoo	17%
Multiple Celebrities	Macy's	Everything Is Better At Macy's	16%
Peyton Manning & Justin Timberlake	Sony Televisions	Peyton Manning & Justin Timberlake	16%
Jason Alexander	Jenny Craig	Jason Alexander Wants To Lose 30 Pounds	16%
Carl Weathers	Bud Light	The Ultimate Tailgate Car	16%
Troy Polamalu	Head & Shoulders	Hair Causes Shadow	15%
Tim Mcgraw	Betty Crocker Meals	Help Feeding America	15%
Snoop Dogg	Pepsi	Snoop Dogg Performs In Grocery Store	15%
Ray Lewis	Old Spice Deodorant	Bear Chases Ray Lewis	15%
Dr. Dre	HP Hardware	Laptop With Built In Beats	15%
Jason Alexander	Jenny Craig	Lost 30 Lbs	14%
Freida Pinto	L'Oreal Skin	Freida Pinto Comes Clean	13%
Troy Polamalu	Head & Shoulders	Embarrassing Ringtone	13%
Terry Crews	Old Spice Soap	Powerful Odor Blocking Wash	13%
Holly Robinson Peete	Colgate	Always On Call	12%
Bear Grylls	Degree	Take On My Sport	12%
Morgan Freeman	Visa	Super Bowl For Life	11%
Danny McBride & Patrick Willis On The Track	K-swiss	On The Track	11%
Troy Palumalu	Head & Shoulders	Palumolecules	11%
Jason Alexander	Jenny Craig	Pick Up And Call Today	11%
Nick Cannon	Pepsi	Pepsico Feeds America	11%
Eric Clapton	T-Mobile Wireless	Eric Clapton Plays On Fender Edition Phone	11%
Taylor Swift	Sony Cameras	Capturing All Fans In One Shot	10%
Alicia Keyes	Samsung Cameras	Two Screens One Dream	10%
Giada De Laurentiis	Target	Giada My Line Is Just Like My Cooking	10%

A casual glance at the list of top performing celebrity ads shows that other than Oprah Winfrey (average lift was 27 percent), repeated successes were limited to Carl Weathers for *Bud Light* (average lift was 17 percent), Troy Polamalu for *Head & Shoulders* (average lift was 14%), and Jason Alexander for *Jenny Craig* (average lift was 8 percent).¹¹

While Weathers scored well overall, he was more favored by men than women. Weathers scored 25 percent and 19 percent above the Alcoholic Beverages industry norm for his two *Bud Light* ads among men aged 36 to 49; and 12 percent and 11 percent above the industry norm for men aged 21 to 35. Conversely, Polamalu's four ads for *Head & Shoulders* each performed above the 10 percent threshold point as well but what is particularly interesting about them is the lack of polarity in audience response. Similarly, while Alexander's ads were more favored by women than men the difference between genders was even less pronounced.

¹¹ Interestingly, while Jason Alexander's ads for *Jenny Craig* did do better among older women and worse among younger men, the level of polarity between these demographic groups across all *Jenny Craig* ads was not large indicating that Alexander appeals to a wide audience.

To be clear, it is apparent that most successful celebrity ads did not merely appeal to a single target audience but appealed across all the greater, wider audience.

While Winfrey, Weathers, Polamalu, and Alexander are success stories, there is not much systematic evidence of consistent celebrity appeal beyond these four. Take Peyton Manning for example. Manning appeared in eight ads in 2010 including the celebrity ad with the highest Ace Score.¹² While it's tempting to identify Peyton Manning as a positive case, the evidence does not demonstrate that he consistently performs well. Manning appeared in two ads that had decent lift ("Fans Are Priceless" for *MasterCard* with a 10% overall lift and with Justin Timberlake for *Sony* with a 16% lift). However, Manning also appeared in six other ads with less-than-impressive lift.

Manning's Inconsistent Performance: Plusses and Minuses

Brand	Ad Title	Lift
Sony Televisions	Peyton Manning & Justin Timberlake	16%
Mastercard	Peyton Manning: Fans Are Priceless	10%
Sony Televisions	Peyton Manning: Helping Move Products	2%
Reebok Mens Footwear	Peyton Manning: Energy Boost For Your Feet	2%
General Mills Wheaties Fuel	Peyton Manning: Winning Takes Preparation	0%
Gatorade	Peyton Manning: The After	-1%
Oreo	Manning Brothers Win Against The Trumps	-7%
General Mills Wheaties Fuel	Peyton Manning: An '84 Classic	-11%

Combined, Manning's performance led to a paltry 1.5 percent lift average. When examining Manning's performance across gender and age breaks, the story does not change. By and large, Peyton Manning failed to consistently appeal.

The Year's Worst Celebrity Performances

Despite Peyton Manning's lackluster performance, most of his advertisements either equaled industry norms or bettered them (the big exception was Manning's *Wheaties*: "An '84 Classic"). Relatively speaking, Manning sits at the front of the class with Oprah Winfrey. However, the most interesting view of celebrity endorsement ads focuses on the back of the room where, in fact, most celebrities sit.

Altogether 52 ads (one fifth of all celebrity ads tested) yielded negative lift scores in excess of 10 percent. Tiger Woods, Dale Earnhardt Jr., Diddy, Lance Armstrong, Kenny Mayne, Jamie Lee Curtus, Andie MacDowell, Joe Montana, and Rachel Zoe (the "multiple offenders") each had multiple ads that resulted in Ace Scores below industry norms.

Among the "multiple offenders" category, the ads tended to exhibit minimal variation across both age and gender groups indicating uniform rejection. The absolute worst performer (as was likely forecasted by Gillette, Accenture, AT&T, and Gatorade) was Tiger Woods. Collectively, Woods' two ads averaged 23 percent below the industry average (i.e., negative lift or "sink") and was equally unreceptive among men, women, young, and older viewers. While it is relatively easy to speculate why viewers rated ads featuring Tiger Woods poorly, it is a greater challenge to understand why the rest of the "multiple offenders" group failed to capitalize on their celebrity status.

¹² Two of Manning's ads featured other celebrities: (1) Eli Manning and Donald Trump; and (2) Justin Timberlake

WORST CELEBRITY LIFT

Celebrity	Brand	Ad Title	Lift
Tiger Woods	Nike General Footwear	Tiger Woods: Did You Learn Anything	-30%
Lance Armstrong	Radio Shack	Lance Armstrong: No Emoticons	-28%
Kenny Mayne	Gillette Shaving	Mayne: Good Segment	-28%
Dale Earnhard Jr.	Nationwide Auto Insurance	D. Earnhardt Jr: Coverage At Right Price	-27%
Donald Trump	Macy's	Donald Trump: Making Timmy A Mogul	-24%
Jamie Lee Curtis	Dannon	Jamie Lee Curtis: Mary Ellen Smith	-22%
Martha Stewart	Macy's	Martha Stewart Wakes Men Up With Horn	-21%
Andie MacDowell	L'Oreal Cosmetics	Andie MacDowell: Proven Results	-21%
Diddy	Ciroc	Diddy: Change Your Name	-21%
Megan Mullally	I Cant Believe Its Not Butter	Megan Mullally: People Singing About Taste	-21%
Drew Barrymore	Cover Girl	Drew Barrymore: Get Your Look On Track	-20%
Jamie Lee Curtis	Dannon	Jamie Lee Curtis: Woman Became Sluggish	-18%
Charles Barkley	Taco Bell	SB 10: It Rocks, It Rocks, Featuring Charles Barkley	-18%
Dwayne Wade	Nike Mens Footwear	Dwayne Wade: Nightmares Never Sleep	-18%
C. Georgio	Toyota	C. Georgio Interviews Brad On Red Carpet	-18%
Tiger Woods	EA Video Games - Sports	Tiger Woods: PGA 11	-18%
Alex Trebek	DirecTV	Alex Trebek: The Most HD Channels	-17%
Lance Armstrong	Radio Shack	Lance Armstrong: Power The Mobile Universe	-17%
Rachel Zoe	Bing.com	Rachel Zoe: Beach Vacation	-16%
Julia Roberts	Lancome	Julia Roberts: Unforgettable Eyes	-16%
Diane Keaton	L'Oreal Cosmetics	Diane Keaton: Nourished Skin	-16%
Chad Johnson	godaddy.com	Chad Johnson Wants To Be Number One	-16%
Linda Evangelista	L'Oreal Cosmetics	Linda Evangelista: Thanks To A Lipstick	-16%
Kenny Mayne	Gillette Shaving	Kenny Mayne: Close Ups	-16%
Andie MacDowell	L'Oreal Cosmetics	Andie McDowell Notes How She Knows It Works	-16%
Doug Flutie	Capital One	Doug Flutie: Mascot Video Challenge	-15%
Conan O'Brien	American Express	Conan O'Brien: A Serious Applause Sign	-15%
Snookie	Wonderful Pistachios	Snookie Does It With Uv Rays	-15%
Danny McBride	K-swiss	Danny McBride: Sound Of Muscles Getting Super Big	-15%
Diddy	Ciroc	Smooth Talk With Diddy	-15%
Terry Crews	Old Spice Deodorant	Terry Crews: Double Sun Power	-14%
Sydney Crosby	Reebok Mens Apparel	Sydney Crosby's Famous Dryer	-14%
Jamie Lee Curtis	Dannon	Jamie Lee Curtis: Emily Illick	-14%
Drew Brees	EA Video Games - Sports	Drew Brees Celebrates Cover	-14%
Sarah Jessica Parker	Garnier Skin	Sarah Jessica Parker: Defy Gravity	-14%
Marie Osmond	Nutrisystem	Marie Osmond: Let's Do Lunch/814-thin	-14%
Rachel Zoe	Bing.com	Rachel Zoe Needs A Break	-13%
Jessica Alba	Revlon	Jessica Alba: Love At First Swipe	-13%
Jane Krakowski	Tropicana	Jane Krakowski Has A Broken Heart	-13%
Joe Montana	Skechers Men's Footwear	Man Interviews Joe Montana	-13%
Frieda Pinto	L'Oreal Cosmetics	Frieda Pinto: First Lash Boosting Serum	-12%
Andie MacDowell	L'Oreal Cosmetics	Andie MacDowell: Ingredients To Prove Results	-12%
Rod Blagojevich	Wonderful Pistachios	Rod Blagojevich: Lowest Calorie Nut	-12%
Halle Berry	Revlon	Halle Berry: Lips Stay Perfect	-11%
Luke Wilson	AT&T Wireless	Luke Wilson: Man Gets Map In Soup	-11%
Dale Earnhard Jr.	Hellmanns	Dale Earnhardt Jr.: It Takes Real Food	-11%
Joe Montana	Skechers Mens Footwear	Joe Montana: My New Perspective	-11%
Rachel Zoe	Bing.com	Rachel Zoe: Where To Stay	-11%
Derek Jeter	Gillette Shaving	Derek Jeter Surprises Man In Bathroom	-11%
Venus Williams	Tide	Venus Williams: Your Style Is Always Fresh	-11%
Peyton Manning	General Mills Wheaties Fuel	Peyton Manning: An '84 Classic	-11%
Diddy	Ciroc	Diddy: Smooth Talk	-11%

WHY WERE THESE ADS SO INEFFECTIVE?

After we quantified advertising effectiveness via Ace Scores and Ace Metrix component scores, we asked respondents to provide open-ended feedback about the ads they viewed. The idea here was to better zero-in on the 'why' question. Why did viewers dislike these ads so much?

The most common themes among the worst celebrity ads were: (a) confusion about what product the celebrity was endorsing; (b) evaluating the ad as boring; and (c) dislike of the celebrity.

Cases in point: Lance Armstrong's *No Emoticons* ad for *Radio Shack* never actually mentioned the name "Radio Shack" in the ad nor did it prominently display any storefront shots, aisle shots, or electronic devices. A typical open-ended response from a viewer indicated that she "Had no clue what they were advertising until the Radio Shack sign comes up" [at the end of the ad]. Similarly, Conan O'Brien's ad for *American Express* garnered remarks like "What in the world was it about in the first place? I don't have a clue."

Likewise, Diddy's *Change Your Name* ad for *Ciroc* vodka never discussed the actual product in terms of taste, comparison to competitors, or cost. One respondent observed "It didn't really tell me about the product. If it did it wasn't that clear." Not surprisingly, the Information component score for this ad was a mere 442 (22 percent below the overall Information norm and 8 percent below the Alcoholic Beverages norm).

Likewise, Dale Earnhardt Jr.'s ad for *Nationwide Auto Insurance* demonstrates this point as well. One respondent offered: "This ad was too silly and did not really sell me anything. It tried too hard to be funny and missed the mark."

Beyond not clearly emphasizing the product, the worst celebrity ads elicited reactions from viewers indicating boredom and "don't like him (her)" which, in and of themselves, are ad-killers.

Conclusion

What can be learned about celebrity advertisements from this study?

Although it is widely believed that getting a celebrity endorsement is a simple, effective way to increase advertising effectiveness, this study—which examined more than 2,600 advertisements—indicates otherwise. The mere presence of a celebrity is not associated with positive results. In fact, among both the overall viewing audience as well as among targeted audiences, the presence of a celebrity in an ad was associated with lower overall Ace Scores and negative industry lift (or “sink”). As with many longstanding beliefs with respect to advertising, many do not stand up to empirical scrutiny. Further, perhaps the consumer is changing. Celebrity ads scored lower on key dimensions of “Relevance,” “Desire,” and “Information”—key elements of ad persuasion. It may be that contemporary consumers are not buying simply because someone tells them to.

The effect of this is considerable given the large talent fees and potentially damaging long-term relationships established between corporations and celebrities. This is not to mention the opportunity cost associated with such easy-to-make but perhaps not-so-wise long-term advertising decisions.

Despite this, we are not arguing that celebrity advertising is altogether ineffective. Celebrity endorsements can be quite compelling given the right creative and contextual conditions. Certainly there are numerous success stories featuring the right blend of creative advertising, appropriate product information, and celebrity endorsement. As observed earlier, Oprah Winfrey, Carl Weathers, and Jason Alexander consistently performed well bringing positive lift to the products they endorsed. Rather, our goal here is to demonstrate that celebrity ads—in general—are not effective.

Key factors for celebrity ads to be successful entail maintaining relevance and information levels. In our data, celebrities used for a purpose other than to sell a product, such as charity or public service connected well with viewers. Other creative uses of celebrity, such as Aretha Franklin playing a diva in a popular *Snickers* ad show that humor and a “tongue-in-cheek” view of celebrity status resonated well. In a similar vein, Troy Polamalu’s ads for *Head & Shoulders*—which poked fun at Polamalu’s concern with his hair—resonated across a wide audience.

Generally speaking, decisions about advertising are made relatively quickly. Back-of-the-envelope calculations, quick marginal tallies, and heuristics about what works and what doesn’t work are part of most advertising executives’ playbook. While the impact of celebrity product endorsements is a potentially good idea, attention to all the components of an ad are necessary in order for the ad to be a success. In that vein, celebrity ads will only be effective in the right context. While this increases the complexity required of decision-makers, it is word-to-the-wise that celebrity endorsements are not a panacea.

References

Associated Press. "Sponsors Wrangler, Snapper Stick With Brett Favre." Fox11online.com. December 30, 2010

Crutchfield, D. "Celebrity Endorsements Still Push Product: Why in the Era of Social Media, the Rewards Continue To Outweigh the Risks". *Ad Age*. September 22, 2010.

Skidmore, S. "Gillette Won't Renew Contract With Tiger Woods". Yahoo!Finance. December 23, 2010.

Wayne, T. "In Online Ads, Celebrities Fall Short". The New York Times. December 19, 2010.

APPENDIX: LIST OF ADS

Industry	Category	Brand	Ad Title
Financial	Investment	ishares	(AUG) Ed Burns Swallows Camera
Apparel & Footwear	Footwear	Skechers Men's Footwear	Activate Anytime Anywhere
Personal Care	Skin	Garnier Skin	Alana De La Garza: Still Cleansing With All This?
Packaged Foods	Cereals	Wheaties	Albert Pujols: Only One Of Us Will Win
Telecommunications	Television Services	DirecTV	Alex Trebek: The Most HD Channels
Technology	Cameras	Samsung Cameras	Alicia Keys: Two Screens One Dream
Personal Care	Skin	L'Oreal Skin	Andie MacDowell: Clinically Proven Results
Personal Care	Cosmetics	L'Oreal Cosmetics	Andie MacDowell: Ingredients To Prove Results
Personal Care	Cosmetics	L'Oreal Cosmetics	Andie MacDowell: Promise Results
Personal Care	Skin	L'Oreal Skin	Andie MacDowell: Redefine Face Contours & Neck
Personal Care	Skin	L'Oreal Skin	Andie MacDowell: Reverse The Signs
Personal Care	Cosmetics	L'Oreal Cosmetics	Andie MacDowell Notes How She Knows It Works
Technology	Computer Hardware	HP Hardware	Annie Leibovitz: Freud's Couch
Technology	Cameras	Nikon	Ashton Kutcher Plays Photographer
Technology	Cameras	Nikon	Ashton Takes Picture Of Girl
Personal Care	Deodorant	Old Spice Deodorant	Bear Chases Ray Lewis
Personal Care	Deodorant	Degree	Bear Grylls: Take On My Sport
Beverages - Non Alcoholic	Coffee & Tea	Snapple	Better Stuff & Donald Trump With Nerds
Technology	Video Games	Nintendo Video Games - Family	Beyonce & Stylist Plays Style Sawy
Personal Care	Cosmetics	L'Oreal Cosmetics	Beyonce: Color Slays Perfect
Personal Care	Hair	L'Oreal Hair	Beyonce: The Shimmer I Want
Retail	Discount Stores	Sears	Brett Favre: Are You A Sportsman?
Retail	Discount Stores	Sears	Brett Favre: See You In Miami Maybe
Retail	Discount Stores	Sears	Brett Favre: Still Has It In Him
Retail	Discount Stores	Sears	Brett Favre: The Arts Is His Thing
Apparel & Footwear	Apparel	Wrangler	Brett Favre's Wrangler Story
Apparel & Footwear	Apparel	Wrangler	Brett Favre's Wrangler Story
Retail	Department Stores	Kohls	Britney Spears New Fashion Line
Technology	Video Games	Knowledge Kids	Brook Burke: Get Moving Family Fitness
Personal Care	Dental	Colgate	Brooke Shields: Job Requirement/-new
Automotive	Non-Luxury Auto	Toyota	C. Georgio Interviews Brad On Red Carpet
Personal Care	Skin	Olay	C.underwood: Cleanser's Job
Personal Care	Shaving	Gillette Shaving	Carl Edward, Kasey Kahne & Denny Hamlin: Sasquatch
Beverages - Alcoholic	Beer	Bud Light	Carl Weathers: Bud Light Playbook
Beverages - Alcoholic	Beer	Bud Light	Carl Weathers: The Ultimate Tailgate Car
Apparel & Footwear	Footwear	Nike Mens Footwear	Carmello Anthony: Here We Go Again
Retail	Department Stores	Macy's	Celebrities: Everything Is Better At Macy's
Technology	Websites	godaddy.com	Chad Johnson Wants To Be Number One
Candies & snacks	Snacks	Wonderful Pistachios	Chad Ochocinco: Does It In The End Zone
Apparel & Footwear	Footwear	Reebok Mens Footwear	Chad Ochocinco: Energy Drink For Your Feet
Restaurants & QSR	QSR	Taco Bell	Charles Barkley: Lots In The Box That Rocks
Candies & snacks	Snacks	Wonderful Pistachios	Charlie Brown And Lucy Do It For Kicks
Personal Care	Deodorant	Right Guard	Chris Paul Blocks Player's Shot
Personal Care	Deodorant	Right Guard	Chris Paul Protects With Defense
Personal Care	Shaving	Gillette Shaving	Clint Bowyer & Denny Hamlin: A Bigger Team
Financial	Credit Cards	American Express	Conan O'Brien: A Serious Applause Sign
Financial	Credit Cards	American Express	Conan O'Brien: Serious About Entertainment
Apparel & Footwear	Footwear	Nike Mens Footwear	Craig Robinson Watches A Yankee Game
Apparel & Footwear	Footwear	Nike Mens Footwear	Cristiano Ronaldo Writes His Own Future
Insurance	Auto Insurance	Nationwide Auto Insurance	D. Earnhardt Jr: Coverage At Right Price
Beverages - Non Alcoholic	Soda	7 Up	D.spade Moves Into His New House
Packaged Foods	Staples	Hellmanns	Dale Earnhardt Jr.: It Takes Real Food
Apparel & Footwear	Apparel	Wrangler	Dale Earnhardt Jr's A Wrangler Guy
Apparel & Footwear	Footwear	K-swiss	Danny McBride & Patrick Willis On The Track
Apparel & Footwear	Footwear	K-swiss	Danny McBride: Jump Rope
Apparel & Footwear	Footwear	K-swiss	Danny McBride: Sound Of Muscles Getting Super Big
Beverages - Non Alcoholic	Soda	7 Up	David Spade's Neighbor Wants To Swim
Personal Care	Skin	Clean & Clear	Demi Lovato: A Massive Movement
Personal Care	Skin	Clean & Clear	Demi Lovato: Get Energized & Get Going
Personal Care	Skin	Clean & Clear	Demi Lovato: Join The Surge
Insurance	Auto Insurance	Allstate	Dennis Haysbert: Accident Forgiveness
Insurance	Auto Insurance	Allstate	Dennis Haysbert: An Agent Saves You Money
Insurance	Auto Insurance	Allstate	Dennis Haysbert: No Cookie Cutter Policies
Insurance	Auto Insurance	Allstate	Dennis Haysbert: Some Take Forever To Pay
Insurance	Auto Insurance	Allstate	Dennis Haysbert: Switching Car Insurance
Insurance	Auto Insurance	Allstate Auto Insurance	Dennis Haysbert: Time To Switch To Allstate
Insurance	Auto Insurance	Allstate	Dennis Haysbert: Truth About Safe Drivers
Personal Care	Shaving	Gillette Shaving	Derek Jeter Surprises Man In Bathroom
Personal Care	Shaving	Gillette Shaving	Derek Jeter: Ready For The Challenge
Personal Care	Cosmetics	L'Oreal Cosmetics	Diane Keaton: Nourished Skin
Beverages - Alcoholic	Liquor	Ciroc	Diddy: Change Your Name
Technology	Cameras	Cisco Flip	Diddy: Last Train To Paris
Beverages - Alcoholic	Liquor	Ciroc	Diddy: Smooth Talk
Retail	Department Stores	Macy's	Donald Trump: Making Timmy A Mogul
Financial	Credit Cards	Capital One	Doug Flutie: Mascot Video Challenge
Technology	Computer Hardware	HP Hardware	Dr. Dre
Technology	Computer Hardware	HP Hardware	Dr. Dre: Laptop With Built In Beats
Personal Care	Dental	Crest	Dr. Oz: Unclogging Your Arteries
Technology	Cameras	Kodak Cameras	Drake And Pitbull Send Pictures
Personal Care	Cosmetics	Cover Girl	Drew Barrymore With Cover Girl
Personal Care	Cosmetics	Cover Girl	Drew Barrymore: Get Your Look On Track
Personal Care	Cosmetics	Cover Girl	Drew Barrymore: How Do You Rock Your Cover Girl
Personal Care	Cosmetics	Cover Girl	Drew Barrymore: Volume & Length
Technology	Video Games	EA Video Games - Sports	Drew Brees Celebrates Cover
Beverages - Non Alcoholic	Soda	Pepsi	Drew Brees Helps Cancer Patients
Pharmaceutical	Pharmaceutical	Nyquil	Drew Brees Is Snoring
Technology	Cameras	Cisco Flip	Drew Brees: Drew's Day Off
Pharmaceutical	Pharmaceutical	Dayquil	Drew Brees: No Sick Days In The NFL
Apparel & Footwear	Footwear	Nike Mens Footwear	Dwayne Wade & Kevin Hart: Dominate Another Day
Apparel & Footwear	Footwear	Nike Mens Footwear	Dwayne Wade: Nightmares Never Sleep
Restaurants & QSR	QSR	McDonald's	Dwight Howard & LeBron James: The Showdown
Beverages - Non Alcoholic	Sports Drinks	Gatorade	Dwight Howard: The Original
Telecommunications	Telemoc Services	T-Mobile Wireless	Eric Clapton Plays On Fender Edition Phone
Personal Care	Hair	L'Oreal Hair	Eva Longoria: Beautiful Radiant Color
Personal Care	Cosmetics	L'Oreal Cosmetics	Eva Longoria: Maxed Up And Multiplied Out
Personal Care	Hair	L'Oreal Hair	Evangeline Lilly: 10 Minutes Fades Away Gray
Personal Care	Hair	L'Oreal Hair	Evangeline Lilly: Irresistible Shine

Industry	Category	Brand	Ad Title
Apparel & Footwear	Footwear	Nike Mens Footwear	Feliz Sao Robinho: Write The Future
Personal Care	Skin	L'Oreal Skin	Freida Pinto Comes Clean
Personal Care	Cosmetics	L'Oreal Cosmetics	Frieda Pinto: First Lash Boosting Serum
Personal Care	Skin	Neutrogena Skin	Gabrielle Union: Shine
Candies & snacks	Candy & Gum	Snickers Candy & Gum	Game
Apparel & Footwear	Apparel	Wrangler	George Strait: National Patriot Program
Retail	Discount Stores	Target	Giada My Line Is Just Like My Cooking
Personal Care	Hair	Dove Hair	Gretta Monahan Looks At Lea Michele's Hair
Personal Care	Cosmetics	Revlon	Halle Barry: Find Your Perfect Light
Personal Care	Cosmetics	Revlon	Halle Berry: Lips Stay Perfect
Personal Care	Skin	Neutrogena Skin	Hayden Panettiere: Hands Down
Packaged Foods	Dairy	Dannon	Hedi Klum: Give Hope With Every Cup
Personal Care	Dental	Colgate	Holly Robinson Peete: Always On Call
Technology	Video Games	EA Video Games - Sports	J. Ferrera & K. Dillion: Valet Drivers
Personal Care	Cosmetics	Neutrogena Cosmetics	J. Khoury: Promises To Make Skin Younger
Apparel & Footwear	Footwear	Skechers General Footwear	J. Montana: Wear Shape-ups Everyday
Technology	Televisions	Sony Televisions	J. Nantz & P. Manning: Internet Hdtv
Personal Care	Skin	Avon	Jacqueline Bisset Doesn't Lie About Age
Packaged Foods	Dairy	Dannon	Jamie Lee Curtis Discusses The Holidays
Packaged Foods	Dairy	Dannon	Jamie Lee Curtis: Dessert Is The Best Part
Packaged Foods	Dairy	Dannon	Jamie Lee Curtis: Emily Illick
Packaged Foods	Dairy	Dannon	Jamie Lee Curtis: Junk Food On The Go
Packaged Foods	Dairy	Dannon	Jamie Lee Curtis: Mary Ellen Smith
Packaged Foods	Dairy	Dannon	Jamie Lee Curtis: Woman Became Sluggish
Beverages - Non Alcoholic	Juice	Tropicana	Jane Krakowski Has A Broken Heart
Restaurants & QSR	QSR	Subway	Jared And Athletes Say What They Like For Breakfast
Health & Fitness	Health & Fitness	Jenny Craig	Jason Alexander & Valerie Bertinelli: Lost 5 Lbs
Health & Fitness	Health & Fitness	Jenny Craig	Jason Alexander Lost 15 Pounds In 5 Weeks
Health & Fitness	Health & Fitness	Jenny Craig	Jason Alexander Lost 20 Pounds
Health & Fitness	Health & Fitness	Jenny Craig	Jason Alexander Wants To Lose 30 Pounds
Health & Fitness	Health & Fitness	Jenny Craig	Jason Alexander: Lost 30 Lbs
Health & Fitness	Health & Fitness	Jenny Craig	Jason Alexander: Pick Up And Call Today
Personal Care	Skin	Neutrogena Skin	Jennifer Garner Was Not Good To Her Skin
Personal Care	Soap	Dove Soap	Jennifer Gets Ready To Perform
Personal Care	Cosmetics	Revlon	Jessica Alba: Love At First Swipe
Personal Care	Cosmetics	Revlon	Jessica Alba: Staying Power
Personal Care	Cosmetics	Revlon	Jessica Biel: Have You Ever Been Bitten?
Personal Care	Cosmetics	Revlon	Jessica Biel: Lashes Grow Stronger
Personal Care	Soap	Dove Soap	Joe Girardi: Journey To Comfort
Apparel & Footwear	Footwear	Skechers Men's Footwear	Joe Montana: All My Life
Apparel & Footwear	Footwear	Skechers Mens Footwear	Joe Montana: My New Perspective
Apparel & Footwear	Footwear	Skechers Men's Footwear	Joe Montana: On Your Feet A Lot You Can Benefit
Personal Care	Shaving	Gillette Shaving	John Cena: Are You Ready
Apparel & Footwear	Footwear	Reebok Mens Footwear	John Wall Wears Them When He Plays
Apparel & Footwear	Footwear	Reebok Mens Footwear	John Wall: Coming Fall 2010 For Basketball
Packaged Foods	Meals	Healthy Choice	Julia & Jane: Being A Spokesperson
Packaged Foods	Meals	Healthy Choice	Julia Louis-Dreyfus' Thoughts On Commercial
Personal Care	Cosmetics	Lancome	Julia Roberts: Unforgettable Eyes
Apparel & Footwear	Footwear	Skechers Men's Footwear	K. Malone: New Work Out Partner
Apparel & Footwear	Footwear	Skechers Men's Footwear	Karl Malone & Kareem Abdul-Jabbar: Back/size
Apparel & Footwear	Footwear	Skechers Men's Footwear	Karl Malone & Kareem Abdul-Jabbar: Coming Back
Apparel & Footwear	Footwear	Skechers Men's Footwear	Karl Malone & Kareem Abdul-Jabbar: The Return :15
Apparel & Footwear	Footwear	Skechers Men's Footwear	Karl Malone's New Workout Partner
Personal Care	Cosmetics	Almay	Kate Hudson: My Eyes
Personal Care	Cosmetics	Almay	Kate Hudson: Smart Shade
Household	Appliances	Electrolux	Kelly Ripa: Birthday Parties Are Amazing
Apparel & Footwear	Footwear	Nike Mens Footwear	Ken Griffey Jr.: Goodbye Baseball
Personal Care	Shaving	Gillette Shaving	Kenny Mayne: Close Ups
Technology	Computer Hardware	Logitech	Kevin Bacon
Technology	Video Games	2K Sports	Kobe Bryant: He's Back
Apparel & Footwear	Footwear	Nike Mens Footwear	Kobe's Many Rings
Apparel & Footwear	Footwear	Nike Mens Footwear	Kobe's Shoe Is Too Hot
Personal Care	Shaving	Gillette Shaving	Kyle Busch & Ryan Newman: Mulletts Are Back
Personal Care	Shaving	Gillette Shaving	Kyle Busch: Young Guns Crash Wedding
Retail	Other Stores	Radio Shack	Lance Armstrong: Less Noise More Poise
Retail	Other Stores	Radio Shack	Lance Armstrong: No 'call Me' Voicemails
Retail	Other Stores	Radio Shack	Lance Armstrong: No Emoticons
Retail	Other Stores	Radio Shack	Lance Armstrong: Power The Mobile Universe
Beverages - Alcoholic	Beer	Michelob Ultra Light	Lance Armstrong: The Ultra Life
Beverages - Non Alcoholic	Energy Drinks	Frs	Lance Armstrong: What's His Secret
Apparel & Footwear	Footwear	Nike General Footwear	Lebron: What Should I Do
Candies & snacks	Snacks	Wonderful Pistachios	Lewis Black Does It Like Lewis Black
Personal Care	Cosmetics	L'Oreal Cosmetics	Linda Evangelista: Thanks To A Lipstick
Telecommunications	Telecom Services	AT&T Wireless	Luke Wilson Sheds Light On The Subject
Telecommunications	Telecom Services	AT&T Wireless	Luke Wilson: Barry Has Presentation Today
Telecommunications	Telecom Services	AT&T Wireless	Luke Wilson: Innocent Family Dinner
Telecommunications	Telecom Services	AT&T Wireless	Luke Wilson: Man Gets Map In Soup
Apparel & Footwear	Footwear	Skechers Men's Footwear	Man Interviews Joe Montana
Candies & snacks	Cookies	Oreo	Manning Brothers Win Against The Trumps
Beverages - Non Alcoholic	Juice	Mott's	Marcia Cross: Mom Does Magic
Health & Fitness	Health & Fitness	Nutrisystem	Marie Osmond: Let's Do Lunch/814-thin
Health & Fitness	Health & Fitness	Nutrisystem	Marie Osmond: Overwhelming
Personal Care	Hair	Clairol	Marie Robinson: Perfect Color In 10 Minutes
Beverages - Non Alcoholic	Soda	Pepsi	Mark Sanchez Plays Football With Pepsi 2 Liter
Retail	Department Stores	Macy's	Martha Stewart Wakes Men Up With Horn
Personal Care	Shaving	Gillette Shaving	Mayne: Good Segment
Packaged Foods	Dairy	I Cant Believe Its Not Butter	Megan Mullally: People Singing About Taste
Technology	Video Games	2K Sports	Michael Jordan Wants To Play In This Era
Apparel & Footwear	Apparel	Hanes	Michael Jordan: Bacon Neck
Apparel & Footwear	Apparel	Hanes	Michael Jordan: Look Feel And Sell Good
Technology	Video Games	2K Sports	Michael Jordan: What If
Personal Care	Cosmetics	L'Oreal Cosmetics	Milla Jovovich: New Anti-aging Eye Tool
Financial	Credit Cards	Visa	Morgan Freeman: Super Bowl For Life
Automotive	Non-Luxury Auto	Toyota	Never Know Who You'll See: Erik Estrada
Beverages - Non Alcoholic	Soda	Pepsi	Nick Cannon: Pepsico Feeds America
Insurance	Auto Insurance	Progressive	Oprah Winfrey: Distracted Driving
Insurance	Auto Insurance	Liberty Mutual Auto Insurance	Oprah Winfrey: Think You Can Text And Drive?
Insurance	Auto Insurance	Progressive	Oprah: Matthew Willhould Killed By Cellphone User
Technology	Video Games	EA Video Games - Family	Ozzy Osbourne: Scream

Industry	Category	Brand	Ad Title
Technology	Televisions	Sony Televisions	Peyton Manning & Justin Timberlake
Packaged Foods	Cereals	General Mills Wheaties Fuel	Peyton Manning: An '84 Classic
Apparel & Footwear	Footwear	Reebok Mens Footwear	Peyton Manning: Energy Boost For Your Feet
Financial	Credit Cards	Mastercard	Peyton Manning: Fans Are Priceless
Technology	Televisions	Sony Televisions	Peyton Manning: Helping Move Products
Beverages - Non Alcoholic	Sports Drinks	Gatorade	Peyton Manning: The After
Packaged Foods	Cereals	General Mills Wheaties Fuel	Peyton Manning: Winning Takes Preparation
Personal Care	Cosmetics	Cover Girl	Queen Latifah: Lightweight Coverage That Really Fits
Candies & snacks	Snacks	Wonderful Pistachios	R. Lee Ermey: Drill Sergeants Do It With Intimidation
Technology	Websites	Bing.com	Rachel Zoe Needs A Break
Technology	Websites	Bing.com	Rachel Zoe: Beach Vacation
Technology	Websites	Bing.com	Rachel Zoe: New York Trip
Technology	Websites	Bing.com	Rachel Zoe: Where To Stay
Personal Care	Deodorant	Old Spice Deodorant	Ray Lewis Eats A Universe
Personal Care	Soap	Old Spice Soap	Ray Lewis Rides Rocket Powered Crow
Apparel & Footwear	Footwear	Nike Mens Footwear	Rick Ross At The Jewelry Store
Technology	Cameras	Kodak Cameras	Rihanna Takes Photos At Fashion Show
Candies & snacks	Snacks	Wonderful Pistachios	Rod Blagojevich: Lowest Calorie Nut
Apparel & Footwear	Footwear	Nike Mens Footwear	Ronaldo
Apparel & Footwear	Footwear	Nike Mens Footwear	Ronaldo Imagines His Place In The Future
Financial	Credit Cards	Rushcard	Russell Simmons: You Can't Go Into Debt
Personal Care	Dental	Scope	Ryan Seacrest: Fresh Minty Ready
Apparel & Footwear	Footwear	Nike General Footwear	S. Richards & D. Jackson: You Ready
Technology	Video Games	Ubisoft Video Games - Family	S. White: Skateboarding Down A Building
Personal Care	Skin	Garnier Skin	Sarah Jessica Parker: Defy Gravity
Automotive	Non-Luxury Auto	Hyundai Non-Luxury Auto	SB 10: 10 Years Strong - Featuring Brett Favre
Beverages - Non Alcoholic	Soda	Dr. Pepper Soda	SB 10: Dr Love - Little Kiss
Restaurants & QSR	QSR	Taco Bell	SB 10: It Rocks. It Rocks, Featuring Charles Barkley
Technology	Mobile Devices	Motorola	SB 10: Motorola Featuring Megan Fox
Apparel & Footwear	Footwear	K-swiss	Shockey & McBride: Set Records
Apparel & Footwear	Apparel	Reebok Mens Apparel	Sidney Crosby Wins Another Shootout
Apparel & Footwear	Footwear	Reebok Mens Footwear	Sidney Crosby: Energy For Your Feet
Apparel & Footwear	Footwear	Reebok Mens Footwear	Sidney Crosby's Energy Drink For Feet
Beverages - Alcoholic	Liquor	Ciroc	Smooth Talk With Diddy
Candies & snacks	Snacks	Wonderful Pistachios	Snookie Does It With Uv Rays
Technology	Video Games	EA Video Games - Family	Snoop Dogg Greatest Hits
Apparel & Footwear	Footwear	Adidas	Snoop Dogg In The Star Wars Cantina
Beverages - Non Alcoholic	Soda	Pepsi	Snoop Dogg Performs In Grocery Store
Personal Care	Hair	Pantene	Stacy London: Smart Beauty
Personal Care	Hair	Pantene	Stacy London: Weak Fly Always Get Smooth
Technology	Websites	KGB	Stephen & William Baldwin: Jump Out Of A Plane
Beverages - Non Alcoholic	Soda	Pepsi	SuChin Pak & Wale: NYC Ideas On The Street
Beverages - Alcoholic	Beer	Bud Light	Swat Team Commandeers Beer
Apparel & Footwear	Apparel	Reebok Mens Apparel	Sydney Crosby's Famous Dyer
Personal Care	Hair	Head & Shoulders	T. Polamalu: Hair Causes Shadow
Personal Care	Hair	Head & Shoulders	T. Polamalu: Embarrassing Ringtone
Candies & snacks	Snacks	Wheat Thins	Tabitha Gets A Visit
Technology	Cameras	Sony Cameras	Taylor Swift: Capturing All Fans In One Shot
Personal Care	Deodorant	Old Spice Deodorant	Terry Crews: Double Sun Power
Personal Care	Soap	Old Spice Soap	Terry Crews: Powerful Odor Blocking Wash
Apparel & Footwear	Footwear	Nike General Footwear	Tiger Woods: Did You Learn Anything
Technology	Video Games	EA Video Games - Sports	Tiger Woods: PGA 11
Packaged Foods	Meals	Betty Crocker Meals	Tim Mcgraw: Help Feeding America
Technology	Cameras	Kodak Cameras	Trey Songs Takes Pictures
Technology	Cameras	Kodak Cameras	Trey Songz And Pitbull: Beautiful Women
Personal Care	Hair	Head & Shoulders	Troy Palumalu: Palumolecules
Personal Care	Hair	Head & Shoulders	Troy Palamalu Uses Teammate's Shampoo
Apparel & Footwear	Footwear	K-swiss	Urijah Faber Almost Gets A Death Blow From Danny McBride
Apparel & Footwear	Footwear	K-swiss	Urijah Faber and Danny McBride Shoes Switch When He Jumps
Household	Laundry	Tide	Venus Williams: Your Style Is Always Fresh
Household	Laundry	Tide	Venus Williams: Your Style Is Always Fresh
Apparel & Footwear	Footwear	Nike Mens Footwear	Voices In Lance Armstrong's Head
Telecommunications	Telecom Services	Verizon Wireless	Wayne Gretzky: He Has Every Record
Apparel & Footwear	Footwear	Nike Mens Footwear	Wayne Rooney
Apparel & Footwear	Footwear	Nike Mens Footwear	World Cup: Ronaldo
Candies & snacks	Snacks	Ritz	Wycief Jean: Block Party Having Fun

APPENDIX II: CELEBRITY AD PERFORMANCE BY INDUSTRY

