The Celebrity DBI is an independent index for brand marketers and agencies that determines a celebrity's ability to influence brand affinity and consumer purchase intent.

The DBI provides brand marketers with a systematic approach for quantifying and qualifying the use of celebrities in marketing campaigns by evaluating a celebrity's awareness, appeal and relevance to a brand's image and their influence on consumer buying behavior.

Created by the entertainment division of The Marketing Arm, a part of Omnicom (NYSE: OMC), the DBI includes more than 2,800 celebrities and is powered by a 4.5-million domestic consumer research panel.
ATTRIBUTES:

• **Awareness** – Indicates the percentage of consumers who are aware of the celebrity either by name or by face.
• **Appeal** – Measures consumer likeability of the celebrity.
• **Breakthrough** – Indicates the degree to which consumers take notice of the celebrity when they appear on TV, film or print.
• **Trendsetter** – Reflects consumer opinion as to the celebrity’s position in regards to trends in society.
• **Influence** – Measures the degree to which consumers believe the celebrity is an influence in today’s world.
• **Trust** – Indicates the level of trust that the consumers place in the celebrity’s words and image.
• **Endorsement** – Reflects the degree to which consumers identify the celebrity as being an effective product spokesperson.
• **Aspiration** – Measures the degree to which consumers feel the celebrity has a life to which they would aspire.

Respondents evaluate celebrities across **eight** key attributes: Appeal, aspiration, awareness, endorsement, influence, breakthrough, trendsetter, and trust.

OVERALL DBI SCORE: The overall DBI is a weighted average using awareness and the other seven measured attributes.
From a national sample, 1000 respondents are presented with the name and face of a celebrity and asked if they are aware of the individual.

Respondents who indicate that they are aware of the celebrity are then asked a standard set of questions about that celebrity, using a 6-point scale to record their responses. These questions form the basis for the celebrity scores on the 7 key attributes.

The Awareness attribute is a percentage. The other attributes are scores converted to a 100-point scale.
Only two active NFL players are recognized by greater than 80% of US consumers: Peyton Manning and Michael Vick. That's a credit to Manning’s string of nine consecutive playoff appearances and bevy of commercial endorsements.

In Vick’s case, his awareness numbers received a boost from his impressive play last season, off-season contract, and earlier front-page (vs sports page) negative publicity related to dog-fighting and subsequent jail time. Vick has a unique story that has captured consumer attention.

It's no surprise that eight of the 10 most-recognized players are QBs. The nature of the position, leadership qualities, and camera time make quarterbacks more recognizable to casual fans than, say, offensive linemen.

Eight of the top 10 players have played in a Super Bowl, excluding Vick and Tony Romo. Many casual fans may recognize Romo, QB for “America’s Team,” from his days as a former tabloid staple when he dated Jessica Simpson.

Polamalu is the only defensive player in the top 10 in Awareness. Credit this to his style of play, on-field success, two Super Bowl titles, excellent off-the-field reputation, and unmistakable look.

One of the league’s most exciting players, Vick is still off limits for most brands, but fans recognize that he’s matured and working hard to rehabilitate his image.

**Awareness**

1. Peyton Manning (83.94)
2. Michael Vick (83.39)
3. Tom Brady (79.47)
4. Eli Manning (79.04)
5. Ben Roethlisberger (76.21)
6. Reggie Bush (68.3)
7. Tony Romo (63.2)
8. Drew Brees (57.83)
9. Donovan McNabb (57.77)
10. Troy Polamalu (52.84)

**NOTE:** The Awareness attribute is a percentage. The other attributes (following pages) are scores converted to a 100-point scale.
Do Americans love winners? It’s no accident that the two players with the highest appeal rating happen to be the quarterbacks who guided their teams to the last two Super Bowl titles (Rodgers, Packers, ’11; Brees, Saints ’10).

Two other defensive players – both linebackers – join Polamalu on the most likeable list: The Bears’ Brian Urlacher and the Packers’ Clay Matthews.

Number 10 on the list, Sam Bradford, was the top pick in last year’s NFL Draft. It’s important to note, however, that Bradford is known by fewer than 25 percent of US consumers (compared to Peyton Manning who is recognized by nearly 85%). Those who know Bradford are likely fans of his.

Both Larry Fitzgerald and Polamalu were featured on the cover of Madden 2010, a tribute to their appeal and high-level of play.

1. Drew Brees (79.99)
2. Aaron Rodgers (78.61)
3. Troy Polamalu (77.71)
4. Peyton Manning (77.45)
5. Larry Fitzgerald (76.25)
6. Brian Urlacher (75.12)
7. Adrian Peterson (75.04)
8. Clay Matthews (74.17)
9. Eli Manning (73.8)
10. Sam Bradford (73.68)
US consumers find Drew Brees to be slightly more aspirational than Peyton Manning. QB peers Rodgers, Eli Manning, Tom Brady, Sam Bradford, and Matt Ryan also rank in the top 10 in the DBI’s Aspiration attribute.

Brees’ on-field success, including Super Bowl MVP honors, coupled with his tireless charity efforts and genuine nature, make his standing as Most Aspirational easy to understand.

In terms of aspiration, Brees scores on par with celebrities like Sean Connery, Steven Spielberg, Hank Aaron, and Kurt Russell.

While Brady doesn’t rank among the league’s most likeable players, he’s one fans aspire to be like.

1. Drew Brees (72.32)
2. Peyton Manning (70.83)
3. Troy Polamalu (69.78)
4. Aaron Rodgers (69.19)
5. Eli Manning (65.5)
6. Tom Brady (64.44)
7. Larry Fitzgerald (64.09)
8. Sam Bradford (63.43)
9. Clay Mathews (63.27)
10. Matt Ryan (62.9)
1. Drew Brees (73.28)  
2. Peyton Manning (72.83)  
3. Troy Polamalu (72.25)  
4. Aaron Rodgers (70.39)  
5. Tom Brady (67.09)  
6. Eli Manning (66.59)  
7. Larry Fitzgerald (65.1)  
8. Adrian Peterson (64.6)  
9. Tony Romo (63.69)  
10. Brian Urlacher (63.68)

In Brees’ case, equal doses of appeal, aspiration, trust, and breakthrough (the ability to capture consumer attention) make the Saints QB the most endorsement-worthy player in the NFL.

Peyton Manning and Polamalu are close behind, followed by Rodgers and Brady. All have one thing in common: A Super Bowl ring.

Peyton Manning’s endorsement score is in the same neighborhood as celebs like George Clooney, Beyonce, and Carrie Underwood. He ranks at #60 of more than 2,800 celebs in the DBI database in this attribute.

Unlike the other QBs on this list, Romo has had minimal postseason success, winning one playoff game in more than four seasons as a starter. His rating as an attractive product spokesperson is likely due to his boyish charm, big-play ability, and highly-visible position on Jerry Jones’ polarizing Cowboys team.
The consummate pitchman, Peyton Manning is probably the hardest-working player in the NFL and the most cerebral. He has a perfect grasp on what he can bring to brands/advertising.

For brands focused on leadership, teamwork or cause, there may not be a better fit than Brees, who has consistently been a strong leader on the field and takes endorsement work and appearances seriously.

Rodgers is one of the more brash NFL quarterbacks, but that confidence played out in a Super Bowl championship last year. Assuming the Packers have another good season, he’ll continue to improve his credibility as a spokesperson.

In terms of field sense and overall grasp of the game, Brady’s on par with the legendary Joe Montana. He’s also one of the most selective of endorsers, associating with products that are of personal interest or that offer an ownership stake.

1. Peyton Manning (71.05)
2. Drew Brees (70.81)
3. Aaron Rodgers (69.06)
4. Troy Polamalu (68.83)
5. Tom Brady (65.99)
6. Eli Manning (64.21)
7. Adrian Peterson (63.54)
8. Larry Fitzgerald (63.03)
9. Clay Matthews (61.52)
10. Sam Bradford (60.59)
Described by one New York sportswriter as having “cover-boy good looks” and a “California-cool demeanor,” Mark Sanchez rates among one of the NFL’s trendsetters, according to US consumers.

Adrian Peterson has a playful demeanor behind all that muscle and ferocious running style. With an impeccable reputation and terrific on-field performance, he’s a guy who deserves more opportunities.

The NFL’s top trendsetters score about 10 points below the DBI’s top-rated trendsetters: Katy Perry, Will Smith, Kate Middleton, and Oprah.

1. Drew Brees (68.67)
2. Peyton Manning (67.8)
3. Troy Polamalu (67.7)
4. Aaron Rodgers (63.98)
5. Eli Manning (60.86)
6. Larry Fitzgerald (60.53)
7. Adrian Peterson (59.92)
8. Clay Matthews (59.68)
9. Mark Sanchez (58.95)
10. Maurice Jones-Drew (58.87)
With recent commercial work, Polamalu showed that he’s willing to make fun of himself. A deeply religious player with a commitment to the game, he ranks high on the trust scale.

Urlacher’s game-day scowl has been a natural for commercial comedy, and he’s willing to play the part.

In the Trust attribute, Brees and Manning score about 10 points below Bill Gates, Morgan Freeman, and Oprah.

1. Drew Brees (67.57)
2. Peyton Manning (65.98)
3. Aaron Rodgers (65.15)
4. Troy Polamalu (64.34)
5. Larry Fitzgerald (61.38)
6. Eli Manning (61.04)
7. Sam Bradford (60.9)
8. Clay Matthews (59.43)
9. Brian Urlacher (59.13)
10. Matt Ryan (58.93)
“The other Manning brother,” Eli has carved out a solid portfolio of endorsements. Some can be attributed to Peyton’s influence, but Eli has clearly made the most of his 2008 Super Bowl MVP honors.

1. Drew Brees (66.63)
2. Peyton Manning (66.1)
3. Aaron Rodgers (65.62)
4. Troy Polamalu (65.15)
5. Larry Fitzgerald (60.76)
6. Adrian Peterson (60.24)
7. Brian Urlacher (60.01)
8. Eli Manning (59.98)
9. Clay Matthews (58.53)
10. Matt Ryan (57.73)
NOTE: The Overall DBI score is a weighted average using awareness and the other seven measured attributes.

Brand marketers are cautious of Roethlisberger, who has had more than his share of negative publicity. They'll likely remain cautious until he proves that he's able to stay out of off-field trouble.

Nearing the end of his playing career, McNabb, a six-time Pro Bowl QB, looks like a natural for the broadcast booth or a studio show. He’s personable, charming, and good on camera.

As the quarterback of the Dallas Cowboys, Romo seems like a natural fit for many brands. He has one of the NFL's all-time best passer ratings, but the inability to deliver a strong playoff run or a signature moment seems to be what keeps brands away.

1. Peyton Manning (78.48)
2. Eli Manning (73.25)
3. Tom Brady (72.74)
4. Michael Vick (67.36)
5. Ben Roethlisberger (65.72)
6. Reggie Bush (64.38)
7. Drew Brees (63.23)
8. Tony Romo (61.08)
9. Troy Polamalu (59.46)
10. Donovan McNabb (58.14)
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