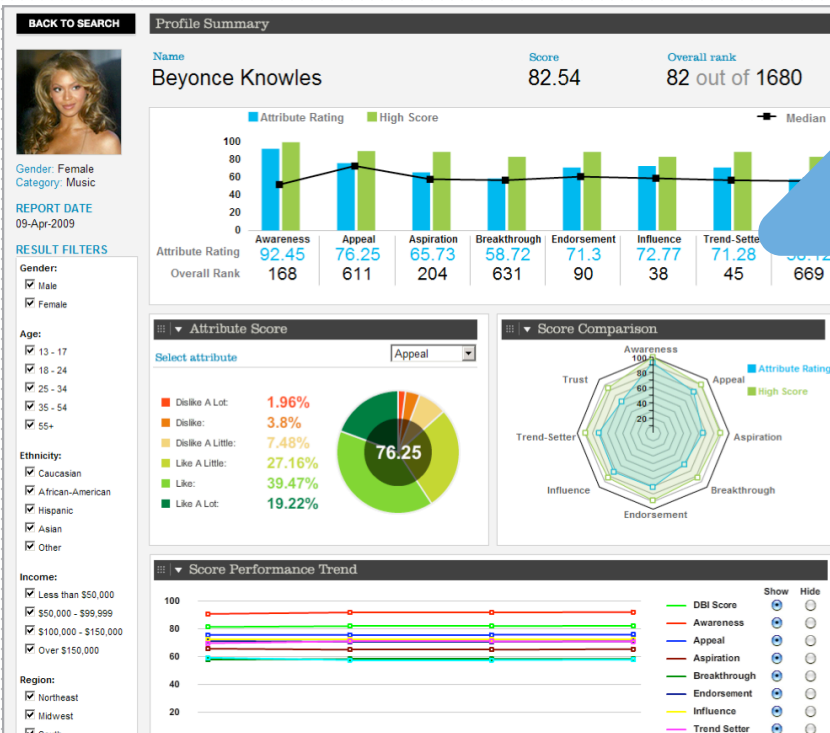




The Marketing Arm's **Celebrity DBI** is the industry-standard celebrity evaluation index. A systematic tool for quantifying and qualifying talent for marketing campaigns, this powerful index determines a celebrity's ability to influence brand affinity and customer purchase intent.



brand-relevant insights

The Celebrity DBI delivers superior brand-relevant insights and advanced functionality through an easy-to-use, dynamic online database.

Realistic awareness assessment

Name and face awareness

Comprehensive online database

Search over 5,000 reports on 2,500+ celebrities by demographic, attribute and/or category

Largest survey pool

Demographically-balanced consumer panel with 4.5M respondents

Timely/relevant information

Weekly fielding and customized "Express" reports within 72 hours

Comparisons

Ability to evaluate alternative celebrities by key attribute measurements

Customizable surveys

Custom domestic and international research with brand-specific questions

Trending

Track celebrity ratings over time and identify emerging talent

key attributes

Powered by a 4.5 million-member domestic research panel, respondents evaluate celebrities along eight key attributes:

- AWARENESS** percentage aware of celebrity by name or likeness
- APPEAL** likability and merchandising potential
- ASPIRATION** celebrity has a life to which respondents would aspire
- BREAKTHROUGH** celebrity noticed in TV, film, print
- ENDORSEMENT** celebrity identified as an effective product spokesperson
- INFLUENCE** celebrity is an influence in today's world
- TRENDSSETTER** celebrity's position in regards to trends
- TRUST** level of trust placed in the celebrity's words and image

contact

Robert Familetti | Director, Entertainment
212.284.7686 | rfamiletti@themarketingarm.com

www.dbicelebrityindex.com
www.themarketingarm.com