

# "Grace vs. Appeal"

## Identifying the Next Champion of Dancing With the Stars



**Note:** This report was compiled and published prior to ABC's official announcement on August 29, 2007. Post-announcement, it has been modified to include prospective as well as actual '07 contestants.

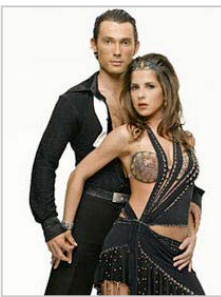


## Analysis Overview


Utilizing the Davie Brown Index (DBI), our proprietary tool and methodology to measure a celebrity's influence among consumers, below we have provided an analysis of past, '07 prospective and '07 actual *Dancing With The Stars* contestants. In our analysis, we establish common attributes of successful participants. We then utilized these findings to analyze a number of prospective Fall '07 contestants, estimating how they will appeal to consumers, defining ultimately who will be the overall winner.



## DBI Attribute Scores of Past Winners

Summer '05 – Kelly Monaco			
	Score	Season Rank	
	DBI	39.4	5
	Awareness	17.2	5
	Average Score	72.7	1
	Appeal	79.3	1
	Aspiration	73.6	1
	Breakthrough	69.8	1
	Endorsement	73.7	1
	Influence	70.5	1
	Trust	69.5	1
	Trendsetter	72.5	1

Spring '06 – Drew Lachey			
	Score	Season Rank	
	DBI	43.8	4
	Awareness	24.7	4
	Average Score	73.1	2
	Appeal	81.6	1
	Aspiration	74.7	2
	Breakthrough	68.4	2
	Endorsement	74.4	2
	Influence	72.3	1
	Trust	69.2	3
	Trendsetter	71.1	1

Fall '06 – Emmitt Smith			
	Score	Season Rank	
	DBI	61.7	2
	Awareness	53.2	2
	Average Score	74.4	1
	Appeal	80.3	1
	Aspiration	76.8	1
	Breakthrough	70.6	1
	Endorsement	77.3	1
	Influence	73.5	1
	Trust	72.1	1
	Trendsetter	70.4	2

Spring '07 – Apolo Anton Ohno			
	Score	Season Rank	
	DBI	47.8	5
	Awareness	31.4	5
	Average Score	72.4	1
	Appeal	78.6	1
	Aspiration	74.6	1
	Breakthrough	68.6	3
	Endorsement	75.1	1
	Influence	71.0	1
	Trust	68.6	3
	Trendsetter	70.2	1

### RESEARCH PROCESS:

Based on consumer surveys, we were able to gather attribute scores for past celebrity dancers. We then grouped individuals into their respective season, ranking the Top 5 celebrities by year.

### FINDINGS:

While champions of individual seasons were not typically ranked at the top of awareness, they were consistently ranked at the top of individual attribute scores prior to competing. Specifically, all four previous winners were ranked first or second in the following attributes:

- *Appeal* – Measures the likeability of the celebrity;
- *Aspiration* – Measures the degree to which consumers feel the celebrity has a life to which they would aspire;
- *Influence* – Measures the degree to which consumers believe the celebrity is an influence in today's world; and
- *Trendsetter* – Reflects the consumers' opinion as to the celebrity's position in regards to trends in society.

Analyzing these consumer perception results, it is not surprising that these celebrities were able to marry their electric personality with their athletic ability to win over consumers and win their respective seasons. Not to say that their excellent dancing skills weren't prominent in their victory, but their ability to affect consumer appeal, aspiration, influence and trendsetting played an important role in engaging fans throughout the process.

## Predicting Fall '07 Participant Success

### RESEARCH PROCESS:

Focusing on **rumored** participants for the Fall '07 Season, we conducted DBI analyses on five (5) leading participants, establishing their appeal with consumers. The Fall 2007 contestants appeal with consumers as follows:

Rank	Name	Overall Ranking	DBIScore	Awareness	Attributes							
					AVERAGE	APPEAL	ASPRATION	BREAK THROUGH	ENDORSE MENT	INFLUENCE	TREND-SETTER	TRUST
1	Gisele Bundchen	565.0	45.7	28.2	71.8	75.4	74.5	66.1	76.6	72.4	75.2	62.7
2	Jane Seymour	275.0	62.1	56.5	70.6	78.5	72.3	68.9	73.3	66.4	64.3	70.2
3	Sabrina Bryan	796.0	38.9	18.9	68.9	72.4	68.7	65.9	71.6	71.5	69.7	62.6
4	Mark Cuban	808.0	36.9	20.0	62.2	62.1	70.1	61.3	60.8	64.1	59.0	57.9
5	Wayne Newton	135.0	72.6	83.8	55.9	65.8	59.7	50.8	57.6	53.7	49.0	54.5

### FINDINGS:

As you can see, Gisele Bundchen was ranked first or second in previously mentioned key attributes – Appeal, Aspiration, Influence and Trendsetter. Following previous analytic trends, we would predict that Ms. Bundchen will prevail as the Fall 2007 *Dancing With The Stars* champion.



### UPDATES:

- **New Predictions** – After ABC's official announcement of 2007 participants, which did not include Ms. Bundchen, we would now designate Jane Seymour and Sabrina Bryan as the leaders for winning this year's event.
- **Leak Devalues Quality of Contestants With Consumers** – Furthermore, by leaking inaccurate prospective contestants (Bundchen, Aaron Carter and Tori Spelling), contestant appeal was decreased by an average of nearly 10% across key attributes with consumers.

Name	DBI Score	Awareness	Attributes								
			AVERAGE	APPEAL	ASPRATION	BREAK THROUGH	ENDORSE MENT	INFLUENCE	TREND-SETTER	TRUST	
Gisele Bundchen	45.7	28.2	71.8	75.4	74.5	66.1	76.6	72.4	75.2	62.7	
Tori Spelling	56.1	48.4	67.6	72.4	69.5	65.4	68.2	66.7	66.1	65.2	
Aaron Carter	46.9	33.2	67.5	70.1	69.6	67.2	66.4	66.5	67.1	67.2	
Prospect Average	49.6	36.6	69.0	72.6	71.2	66.2	70.4	68.5	69.5	65.0	
Replacements Average	47.0	36.4	62.9	70.0	63.5	59.3	54.4	64.9	66.8	61.3	
Difference	95%	99%	91%	96%	89%	90%	77%	95%	96%	94%	

### OTHER INSIGHTS:

Each year has typically seen celebrities falling into categories to drive ratings through either high existing awareness or appeal with a specified target demographic. This year's participants falling into these categories include:

#### HIGH AWARENESS

- Wayne Newton
- Jane Seymour
- Marie Osmond

#### DEMOGRAPHIC APPEAL

- Helio Castroneves
- Sabrina Bryan
- Floyd Mayweather, Jr.

These individuals round out *Dancing With the Stars*' celebrity portfolio, building the show's audience by targeting a variety of incremental demographic and lifestyle subsets.

## Summary

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In summary, *Dancing With The Stars* 2007 cast of celebrities has been carefully targeted to maximize consumer engagement and increase broadcast ratings. Through initial analysis of this year's prospective list of participants on attributes important to consumers, we came to the conclusion that Gisele Bundchen would be the favorite to win going into the Season Premiere. But after Ms. Bundchen was not included in the actual participant list our new leaders include Jane Seymour and Sabrina Bryan.

## Davie Brown Index (DBI)

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The Davie Brown Index® (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. The DBI includes more than 1,500 celebrities and is powered by a 1.5 million-member domestic research panel. Respondents evaluate celebrities along the eight key indicators: appeal, aspiration, awareness, endorsement, influence, notice, trendsetter, and trust.



## Contact Information

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