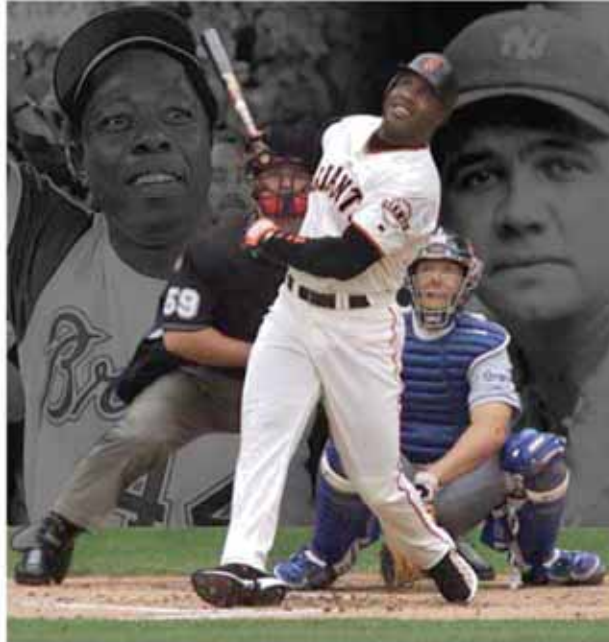


Endorsement Analysis

"Barry Bonds – Still Not the King"



dbt
part of the marketing arm

"Barry Bonds – Still Not the King"



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 endorsement analysis that compares Barry Bonds to Hank Aaron and Babe Ruth.



DBI Scores

#1 – Barry Bonds




DBI Score	55.4
DBI Rank	173
Awareness	75
Appeal	59
Aspiration	55
Endorsement	56
Influence	64
Breakthrough	57
Trust	48
Trendsetter	60

#2 – Hank Aaron



DBI Score	58.0
DBI Rank	154
Awareness	66
Appeal	84
Aspiration	74
Endorsement	74
Influence	69
Breakthrough	71
Trust	73
Trendsetter	60

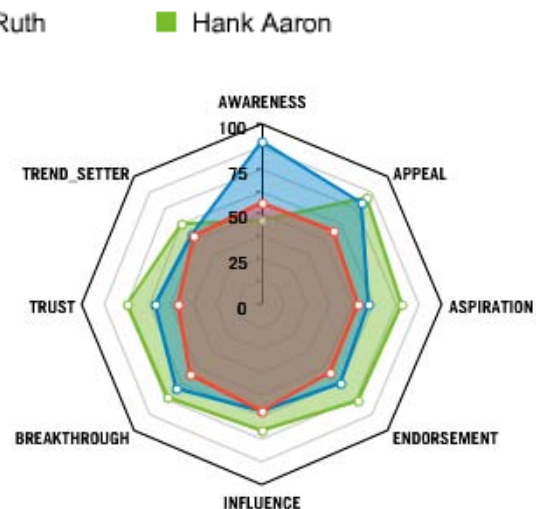
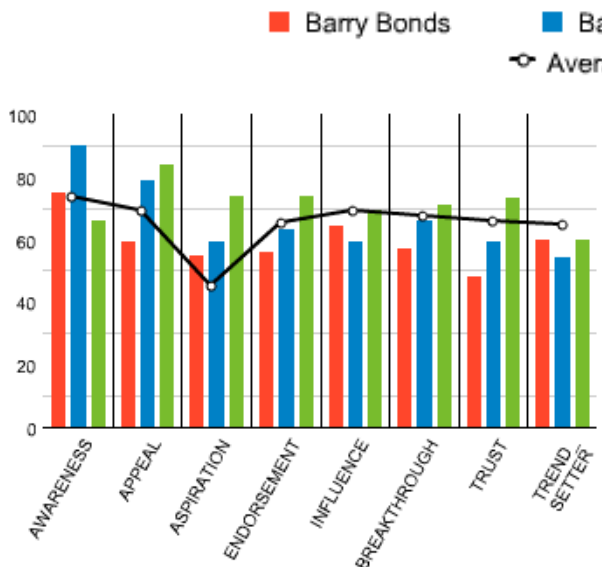
#3 – Babe Ruth



DBI Score	79.2
DBI Rank	23
Awareness	90
Appeal	79
Aspiration	59
Endorsement	63
Influence	59
Breakthrough	66
Trust	59
Trendsetter	54

Above are demographically-balanced consumer insights, scoring the three greatest homerun hitters of all time. Key takeaways include:

- *Overall DBI Scores* – Ruth ranks 23rd, Aaron 154th and Bonds 173rd.
- *Consumer Awareness* – Ruth is still the king with more than 90%; Bonds is second at 75%; and, Aaron is last with 66%.
- *DBI Attribute Scores* – Aaron's scores are much higher across every consumer attribute (as you can see from the below bar and spider charts). Notable attribute differences include:
 - *Appeal* – Aaron scores only 5 points above Ruth, but 25 points above Bonds.
 - *Aspiration* – Aaron leads Ruth by 15 points and Bonds by 19 points.
 - *Endorsement* – Aaron leads Ruth by 11 points and Bonds by 18 points.
 - *Trust* – Aaron leads Ruth by 14 points and Bonds by 25 points.



Trending

Focusing on trending analysis, we see that Bonds' scores have improved immensely over the past six months. Over this same time period, Aaron's scores have increased moderately and Ruth's scores have remained relatively stable. Notably, this is due to large increases in *Awareness* for both Bonds and Aaron.



Bonds

- Overall *DBI Rank* went from 379 to a 173.
- *Awareness Score* jumped more than 130%, from 56% to 75%.
- All other *Attribute Scores* increased slightly, with the biggest jumps coming in Breakthrough (+4), Influence (+7) and Trendsetter (+8).



AARON

- Overall *DBI Rank* went from a 207 to a 154
- *Awareness Score* jumped more than 140%, from 47% to 66%
- All other *Attribute Score* remained nearly identical

Summary

While Barry Bonds may be ranked No. 1 on Major League Baseball's all-time homerun list, his reputation among U.S. consumers lags well behind his fellow sluggers. Amazingly enough, Babe Ruth, who died nearly 60 years ago, still leads in awareness and Hank Aaron leads the group in all other DBI Attributes affecting consumer perception and purchase intent.

Davie Brown Index (DBI)

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.



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