

Fashion Week Analysis

“Strategically Selecting Celebrities
to Drive Brand Success”



Fashion Week Overview

September in New York means several things: the leaves (in Central Park) turn colors, the city fills back up as the Hamptons empty, and the world's hottest designers storm the city streets and venues for Fashion Week.

While next season's trends are top of mind, many designers take the extra step to gain awareness and appeal over their competition by aligning themselves with the most current and fashionable celebrities.

With such a wide target demographic across all designers and such a plethora of celebrities to choose from, designers often end up waiting until the last minute to decide who is "hot" and relevant enough to be invited. Now, as designers scramble to find the perfect celebrity extension of their brand Davie Brown can offer a tool, the Davie Brown Index, to measure the effectiveness of that extension.

DBI Research Overview

The Davie Brown Index (DBI) is a proprietary tool and methodology that measures a celebrity's influence among consumers. Based on consumer surveys from the DBI, we were able to gather attribute scores for fifteen notable celebrities that traditionally have a presence at Fashion Week.

We then grouped these individuals by 1) DBI Score, 2) Consumer Awareness and 3) Average

Attribute Score (*Measures appeal, aspiration, breakthrough, endorsement, influence, trust and trendsetter*), analyzing each celebrity's influence on consumers. Finally, we utilize our DBI findings to propose celebrities that will enhance objectives and results for brands involved in Fashion Week.



DBI Attribute Scores of Past Attendees

Over the past few years the catwalk's front row seats have been plastered with a range of "it" celebrity talent from Paris Hilton and Donald Trump to lesser known celebrities like Mischa Barton and Rachel Bilson. While choosing the latest "it" girl or guy might seem to make sense from a popularity standpoint the DBI demonstrates that "it" status does not always correlate to brand awareness or a talent's trendsetting ability. For example, the usual suspect of Fashion Week, Paris Hilton appears on tabloid covers year round and attaches her name to products in every category. As you can see from the chart below, not too surprisingly, Ms. Hilton's overall DBI score is relatively high (69.8) when compared to other past Fashion Week attendees and her awareness score is second among analyzed celebrities at more than 82%.

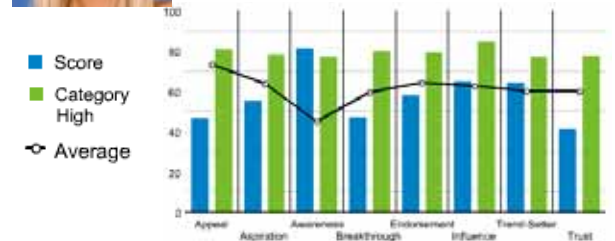
RANK	By DBI Score		By Consumer Awareness		By Average Attribute Score	
1	Donald Trump	74.2	Donald Trump	83.2	Anne Hathaway	73.5
2	Sarah Jessica Parker	73.5	Paris Hilton	82.7	Rachel Bilson	73.4
3	Mary-Kate and Ashley Olsen	73.2	Mary-Kate and Ashley Olsen	79.5	Russell Simmons	71.2
4	Celine Dion	70.3	Sarah Jessica Parker	75.4	Kristin Davis	70.8
5	Paris Hilton	69.8	Celine Dion	72.1	Sarah Jessica Parker	70.6
6	LeAnn Rimes	65.1	Nicole Ritchie	63.7	LeAnn Rimes	70.0
7	Sean 'Diddy' Combs	60.4	LeAnn Rimes	61.8	Mischa Barton	69.2
8	Nicole Ritchie	58.7	Sean 'Diddy' Combs	60.9	Celine Dion	67.5
9	Anne Hathaway	55.3	Kim Catrall	45.7	Kim Catrall	66.6
10	Kim Catrall	54.0	Anne Hathaway	43.2	Cynthia Nixon	64.7
11	Russell Simmons	48.0	Russell Simmons	32.6	Mary-Kate and Ashley Olsen	63.7
12	Kristin Davis	47.8	Kristin Davis	32.5	Donald Trump	60.8
13	Mischa Barton	45.8	Mischa Barton	30.2	Sean 'Diddy' Combs	59.7
14	Cynthia Nixon	43.4	Cynthia Nixon	29.2	Nicole Ritchie	51.2
15	Rachel Bilson	40.1	Rachel Bilson	17.8	Paris Hilton	50.5

DBI Attribute Scores of Past Attendees (cont.)

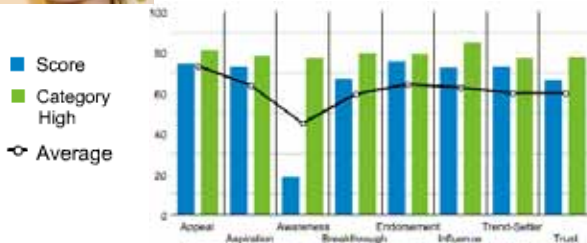
While a brand association with Ms. Hilton (right) may seem like a logical publicity choice, the DBI offers a more in-depth perspective based on specific attributes. In this case, while her awareness score of 82.7 indicates that more than 80% of the population knows who Ms. Hilton is, further investigation shows that nearly all of her attribute scores – such as trend-setter, and endorsement – are below normal, subsequently showing that she has relatively low influence on consumers. More specifically Hilton scores a 53 in endorsement and 60 in trend-setting compared to the respective averages of 59 and 61.



DBI Score	69.2	Breakthrough	45.5
DBI Rank	128	Endorsement	52.7
Awareness	82.7	Influence	60.8
Average	50.5	Trust	37.9
Appeal	45.0	Trendsetter	60.2
Aspiration	51.1		



DBI Score	40.1	Breakthrough	68.3
DBI Rank	703	Endorsement	76.0
Awareness	17.8	Influence	73.9
Average	73.4	Trust	69.2
Appeal	77.0	Trendsetter	75.2
Aspiration	74.5		



In contrast, brand association with Rachel Bilson (Left) will deliver better results with Fashion Week target consumers. Despite her low awareness with the general public (Less than 20%), Ms. Bilson scores very high across nearly every DBI attribute, ranking second in Average Attribute Scores across all analyzed celebrities (#1 - Anne Hathaway). Specifically, Ms Bilson ranks in the Top 3 among analyzed celebrities of all DBI attributes. Her rankings include:

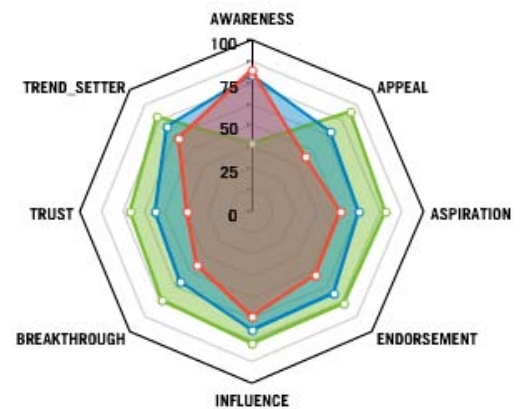
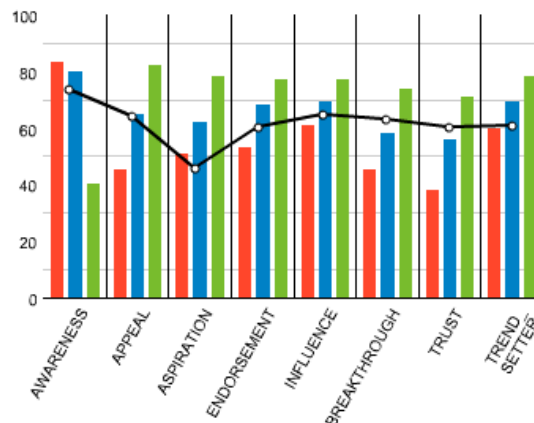
- 1st – Aspiration, Trendsetter and Endorsement
- 2nd – Breakthrough, Influence and Trust
- 3rd – Appeal

Additionally, by using the DBI to compare Hilton to other celebrities (below), fashion brands may have more success in luring wide-eyed fashionista with the likes of Mary-Kate and Ashley Olsen or Keira Knightly. Mary-Kate and Ashley's awareness is in the 73rd percentile, only slightly lower than Hilton's, but their endorsement and trend-setting scores are well above average, 68 and 69 respectively. Keira Knightly, who albeit has an awareness score of only the 40th percentile, connects with those who know her better than those who know Hilton due to Knightly's endorsement score of 77 and trend-setting score of 78.

Summary Comparison

Paris Hilton
 Mary-Kate and Ashley Olsen
 Keira Knightley

Average



2007 Top Celebrity Trendsetters

Finally, by utilizing the DBI's search capabilities we can rank celebrities by key DBI attribute with key demographics. This search functionality allows us to focus on key attributes such as breakthrough, trendsetter and influence to determine the most effective celebrities to maximize objectives for Fashion Week brands. For example, focusing our search to Actors, 18 – 34 yr. old consumers and the Trendsetter attribute, you can see that Will Smith and Halle Berry are ranked first and second. While we understand that these Top Tier celebrities are difficult to associate with, we wanted to showcase the DBI's ability to refine search criteria, allowing brands to focus in on key demographic targets and attributes to strategically determine celebrities that maximize program objectives.

Trendsetter (18 - 34)	
1	Will Smith
2	Halle Berry
3	Reese Witherspoon
4	Denzel Washington
5	Keira Knightley
6	Jennifer Aniston
7	George Clooney
8	Charlize Theron
9	Julia Roberts
10	Rachel McAdams
11	Scarlett Johansson
12	Kate Hudson
13	Adam Sandler
14	Eva Mendes
15	Courteney Cox-Arquette

Summary

As the old saying goes " You're judged by the company you keep!" Keeping this in mind, brands should choose very wisely in selecting celebrity association at this year's Fashion Week. While the right celebrity can breakthrough clutter and deliver enhanced value with target consumers, the wrong celebrity can not only get lost in the clutter, but can actually detract from what a brand is trying to accomplish. Strategic identification of this ideal endorser can be a difficult task, requiring as much attention as any other fashion show element. By providing the industry with an evaluation tool that measures a celebrities' strategic fit with specific attributes and brand objectives, the Davie Brown Index quantifies the difference between associating with one celebrity over another, all but ensuring the correct brand-celebrity match that leads to brand results.

As for the upcoming fashion shows, seats are limited so choose wisely.

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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