

Analyzing Consumer Research to Predict 2007 VMA Winners



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Analysis Overview

Utilizing the Davie Brown Index (DBI), our proprietary tool and methodology to measure a musician / band's influence among consumers, below we have provided an analysis of 2007 MTV VMA nominees. In our analysis, we rate individual nominees based on their results from key consumer attributes across a number of nomination categories, including Best Group, Best New Artist, Female Artist of the Year and Male Artist of the Year. We then utilize our findings to predict who will be the winning nominee within each VMA category.



Category 1: "Best Group"

Focusing on the 18-35 year old demographic, consumer research findings for nominees are as follows:

Band	DBI Score	Awareness	Attributes							
			AVERAGE	APPEAL	ASPIRATION	BREAK THROUGH	ENDORSEMENT	INFLUENCE	TREND-SETTER	TRUST
Best Group										
The White Stripes	50.9	39.3	68.2	71.4	69.5	69.4	65.7	68.1	69.1	64.4
Gym Class Heroes	39.8	21.6	67.1	74.4	65.9	66.4	64.8	67.5	68.0	62.6
Fall Out Boy	53.9	45.5	66.5	70.9	65.5	61.7	66.2	70.3	71.8	59.5
Linkin Park	63.6	62.3	65.7	70.7	65.4	60.7	66.3	68.8	67.8	60.0
Maroon 5	43.9	33.5	59.5	65.0	58.9	57.4	58.1	60.8	62.0	54.5

While Linkin Park has the highest Awareness among 18-35 year olds, The White Stripes have the highest Average Attribute Score (Yellow) at 68.2. By analyzing this data, we predict that The White Stripes will win the "Best Group" category due to their high average affinity with MTV's target consumer.

Category 2: "Best New Artist"

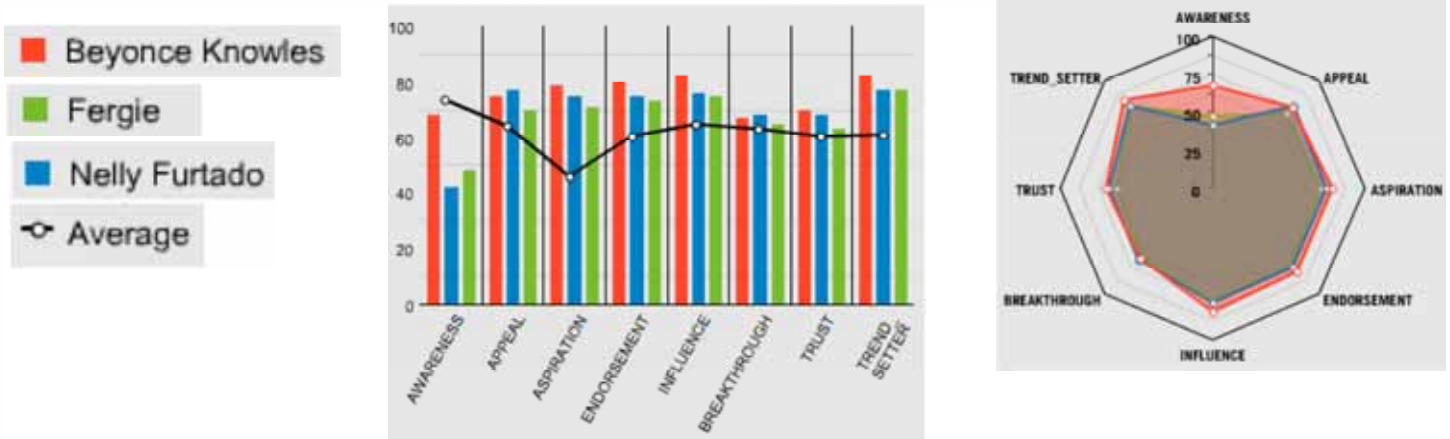
Again, focusing on the 18-35 year old demographic, consumer research findings for nominees are as follows:

Band	DBI Score	Awareness	Attributes							
			AVERAGE	APPEAL	ASPIRATION	BREAK THROUGH	ENDORSEMENT	INFLUENCE	TREND-SETTER	TRUST
Best New Artist										
Carrie Underwood	77.5	80.0	73.7	76.9	77.3	67.3	76.6	73.7	72.3	71.6
Peter Bjorn & John	57.9	48.4	72.2	76.8	69.4	73.7	74.2	68.4	72.0	70.7
Gym Class Heroes	39.8	21.6	67.1	74.4	65.9	66.4	64.8	67.5	68.0	62.6
Lily Allen	35.9	19.4	60.6	66.2	56.1	59.3	61.3	61.1	63.4	56.7
Amy Winehouse	54.0	54.8	52.7	61.3	43.2	54.4	49.1	58.7	58.2	44.3

As you can see, Carrie Underwood is the leader in every attribute category except breakthrough, which she is second to Peter Bjorn & John. Clearly Ms. Underwood resonates with the MTV target consumer and is our prediction to win the '07 "Best New Artist" category.

Category 3: "Female Artist of the Year"

While there are five artists nominated for the "Female Artist of the Year" category, we chose to focus on the below three – Beyonce, Fergie and Nelly Furtado – due to the fact that consumer research findings showed a distinct advantage over other contestants (Amy Winehouse and Rihanna). DBI comparative analysis revealed the following:



As you can see, while all three nominees score higher than average across all attributes, Ms. Knowles leads nominees in all categories except breakthrough, which she trails only slightly. Understanding these consumer findings, we predict that Beyonce will win the 2007 MTV VMA "Female Artist of the Year" category.

Category 4: "Male Artist of the Year"

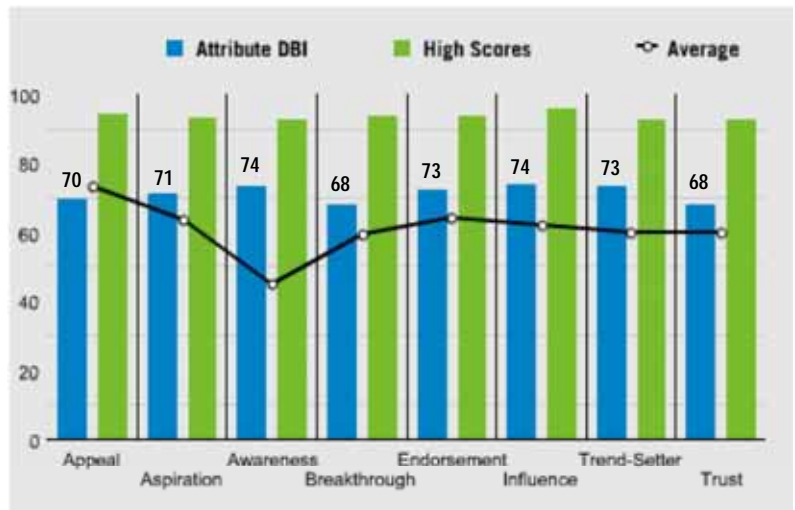
Finally, looking at the "Male Artist of the Year" category, while Akon was the leader in Breakthrough, Justin Timberlake was the clear leader in all other categories.



Justin Timberlake

Profile Summary

70.82



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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