



AZR presents CelebTrac

AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

[Brand Celeb fit](#)

[Contact us](#)

Brands spend crores on celebrity endorsements ... very often driven by just gut feel on the celebrity's appeal

Presenting CelebTrac - System for optimizing use of celebrities



AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

[Brand Celeb fit](#)

[Contact us](#)

The most critical question of celebrity choice for a brand is often driven by gut feel on appeal of the celebrity. There are many critical aspects of impact of endorsement which are totally ignored in the process of celebrity selection. Some of these very critical questions are :

- What is the impact that the celebrity is likely to have on the brand equity?
- Given the clutter of endorsements, what is the likelihood of an endorsement getting registered?
- How many brands can a specific celebrity support?
- What extent of premium can any specific celebrity command?

CelebTrac will answer all these questions and thereby help you take optimize your celebrity selection.



This note presents our appreciation of how celebrity endorsement delivers and therefore, what are the research needs to help optimize celebrity selection process.

Any data used in this note is hypothetical and has been used just to establish kind of output that would be generated under CelebTrac.

How endorsement works

AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

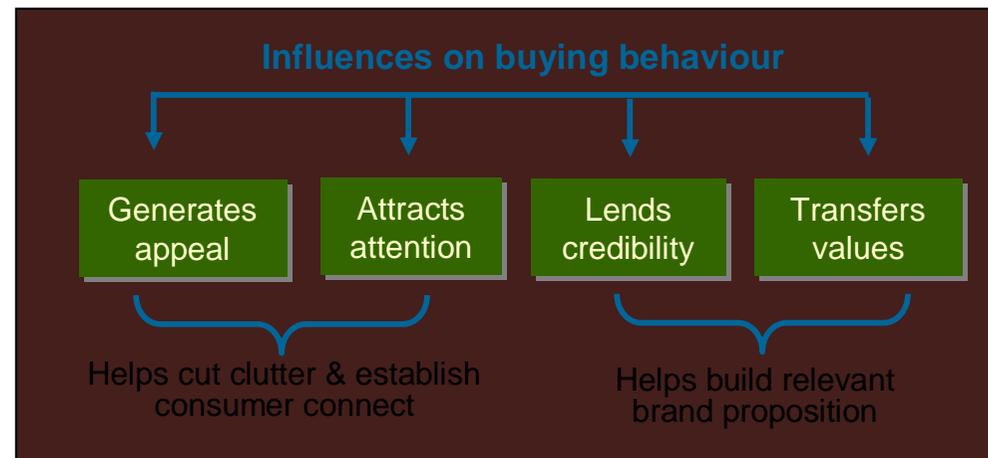
[Brand Celeb fit](#)

[Contact us](#)

Celebrity endorsement impacts a brand at 2 levels – helping cut the clutter and helping build brand proposition. This is delivered through 4 pillars as shown in the figure below.

Therefore, celebrity research needs to evaluate a celebrity on these dimensions – whether it will generate appeal & help the brand cut clutter better and what values will it rub off on the brand.

Fig. 1 - Impact of celebrity endorsements on brands



Here it becomes critical to understand what are these values, how are these values acquired by celebrities, how does the target audience at large assess these for brand fit?

How endorsement works

AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

[Brand Celeb fit](#)

[Contact us](#)

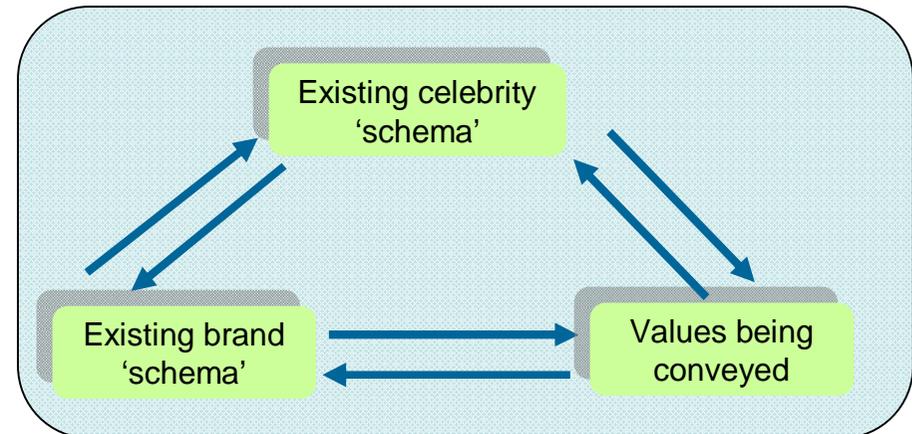
Exposure to various roles played by celebrity within their work sphere develops for the celebrity a **'Schema'** ie., an abstract cognitive representation of all he / she embodies. 'Schema' of a celebrity is a dynamic concept – constantly evolving over time.

This 'schema' may be broken down into thought forms characterized by multiple dimensions:

- Looks
- Thoughts & feelings
- Value associations
- Role associations
- Identification with self

Consumers relate to a celebrity as a **'schema' of the celebrity that exists in their mind**. Similarly every brand is also a 'schema' that exists in consumer's mind.

Fig 2 – processing of celebrity led communication



Consumers process all celebrity led brand related communication in a three way process as shown in Fig 2 above. All communication is processed through the filter of existing schemas to assess congruence of new communication with existing brand schema and existing celebrity schema.

Social cognition theory and validation with exploratory research have established significant impact of congruence on communication efficacy. Information congruent with existing 'schema' is **recalled better**, ensures **better value transfer** and ensures **higher affection** than incongruent or irrelevant information

CelebTrac captures the 'schema' of the celebrities & brands being tracked and will present brand celebrity congruence analysis for all brands of interest.

AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

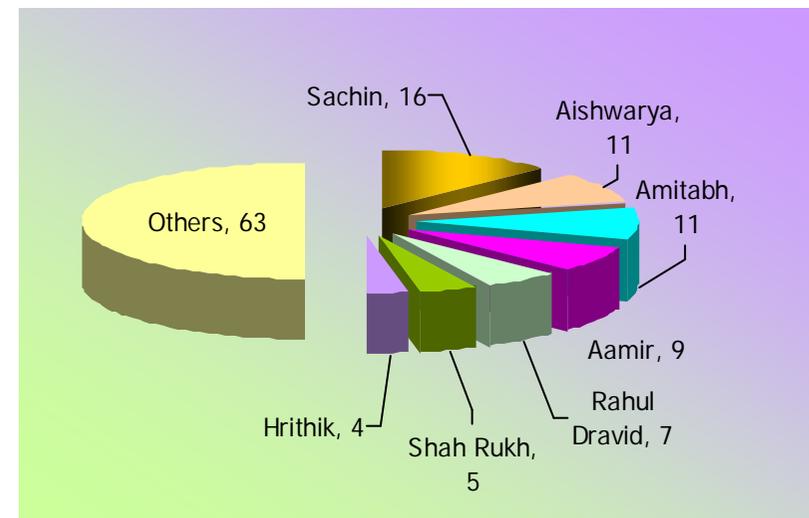
[Brand Celeb fit](#)

[Contact us](#)

Celeb Chek arrives upon a quantified worth index for key celebrities for any specific brand. For this, it uses variables listed below

- Most favourite celebrity ranking – distribution of this is shown in chart 1 as hypothetical data
- Most suitable celebrity for the brand
- Brands currently associated with a celebrity
- Stretch limit of the celebrity in terms of how many brands can he / she be stretched to and how many brands is he / she already endorsing

Chart 1 – most appealing personality



The other critical aspect of what value transfer can the celebrity effect, still remains to be assessed. For this two critical outputs are generated.

1. **Mapping mind space** – to assess space occupied by the celebrity in the mind of audience. This is a relative assessment which presents the web of various celebrities and value statements together as a multi dimensional map.
2. **'Schema' of the celebrity** – this gives a comprehensive assessment of values at the core of the 'schema' and values at the periphery along with stretch limits of the 'schema' ie., what values can it be stretched to without any compromise on credibility.

Brand Celeb congruence

AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

[Brand Celeb fit](#)

[Contact us](#)

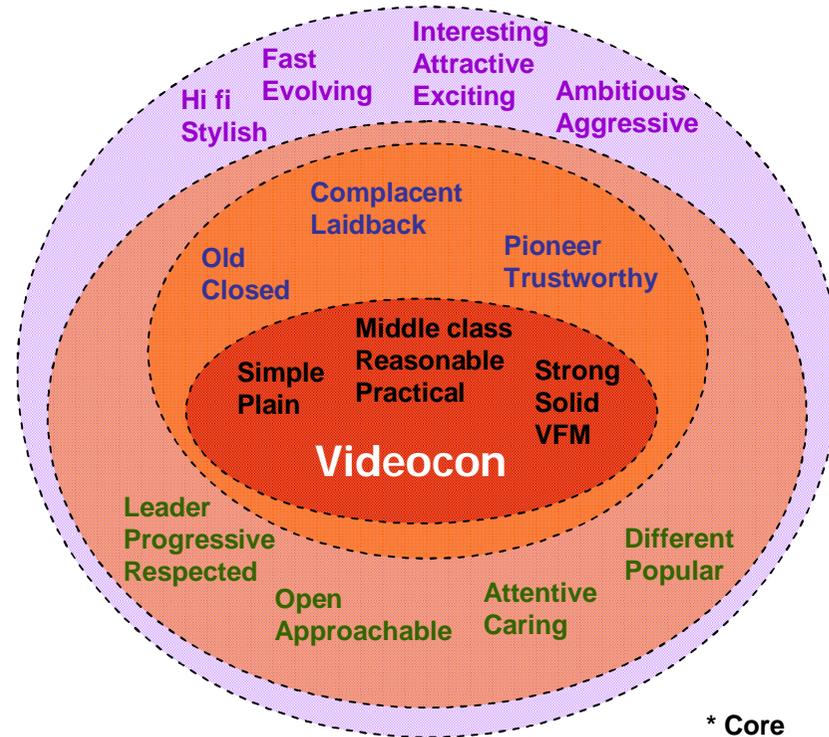
Brand Celeb Congruence analysis

While CelebChek gives a quantifies worth index for celebrities in the brand context, Brand Celeb congruence analysis assess congruence or lack of it between brand and celebrity.

Just as celebrity 'schema' is developed, similarly, brand 'schema' is developed as part of Celeb Track. This is an abstract cognitive representation of all that the brand embodies.

An example of this is given herewith in Fig 3 as brand 'schema' for Videocon.

Fig 3 – brand 'schema' for Videocon



- * Core
- * Peripheral
- * Can extend
- * Cannot extend

This is assessed for congruence with the celebrity 'schema' developed as part of Celeb Chek and desired value transfer for the brand. Lack of congruence leads to lower recall, no affection generation and no value transfer effected. High congruence on the other hand, leads to better recall of communication details, brand association and transfer of desired values.

Brand Celeb congruence

AZ Research partners – helping you optimize sponsorship and endorsement spends !

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

[Brand Celeb fit](#)

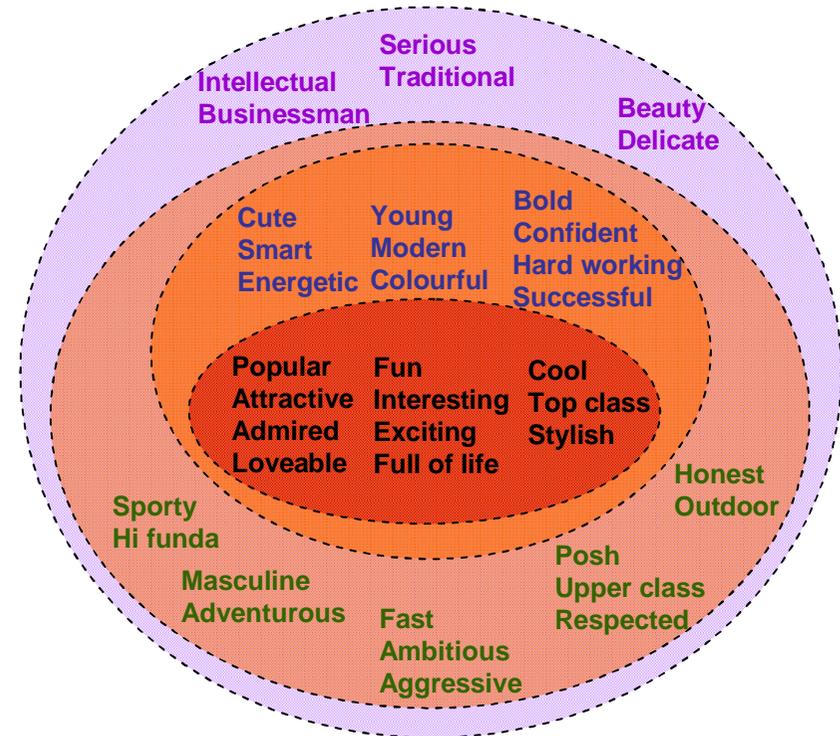
[Contact us](#)

Brand Celeb Congruence analysis

Brand 'schema' is developed as part of CelebTrac as shown in the previous slide. The image on the side here shows Celebrity 'schema' developed for Shahrukh Khan. Again, this is an abstract cognitive representation of all that the Shahrukh Khan embodies in the current public memory.

If we were assessing impact of association of Shahrukh Khan and Videocon, these two would be compared for synergies to see how is each impacting the other in the association.

Fig 4 – celeb 'schema' for Shahrukh Khan



This is assessed for congruence with the brand 'schema' developed as part of CelebTrac to check the desired value transfer to the brand. Lack of congruence leads to lower recall, no affection generation and no value transfer effected. High congruence on the other hand, leads to better recall of communication details, brand association and transfer of desired values.



AZ Research Partners

For a detailed presentation on CelebTrac, please contact us at address detailed below.

[HOME](#)

[Why CelebTrac](#)

[Decoding endorsement](#)

[Celeb Chek](#)

[Brand Celeb fit](#)

[Contact us](#)

AZ Research partners
705 Carlton Towers
No.1 Airport Road
Bangalore 560 008
Tel: +91 80 5115 3583
Fax: +91 80 5115 4993

email – contact@azresearchindia.in
url – www.azresearchindia.in