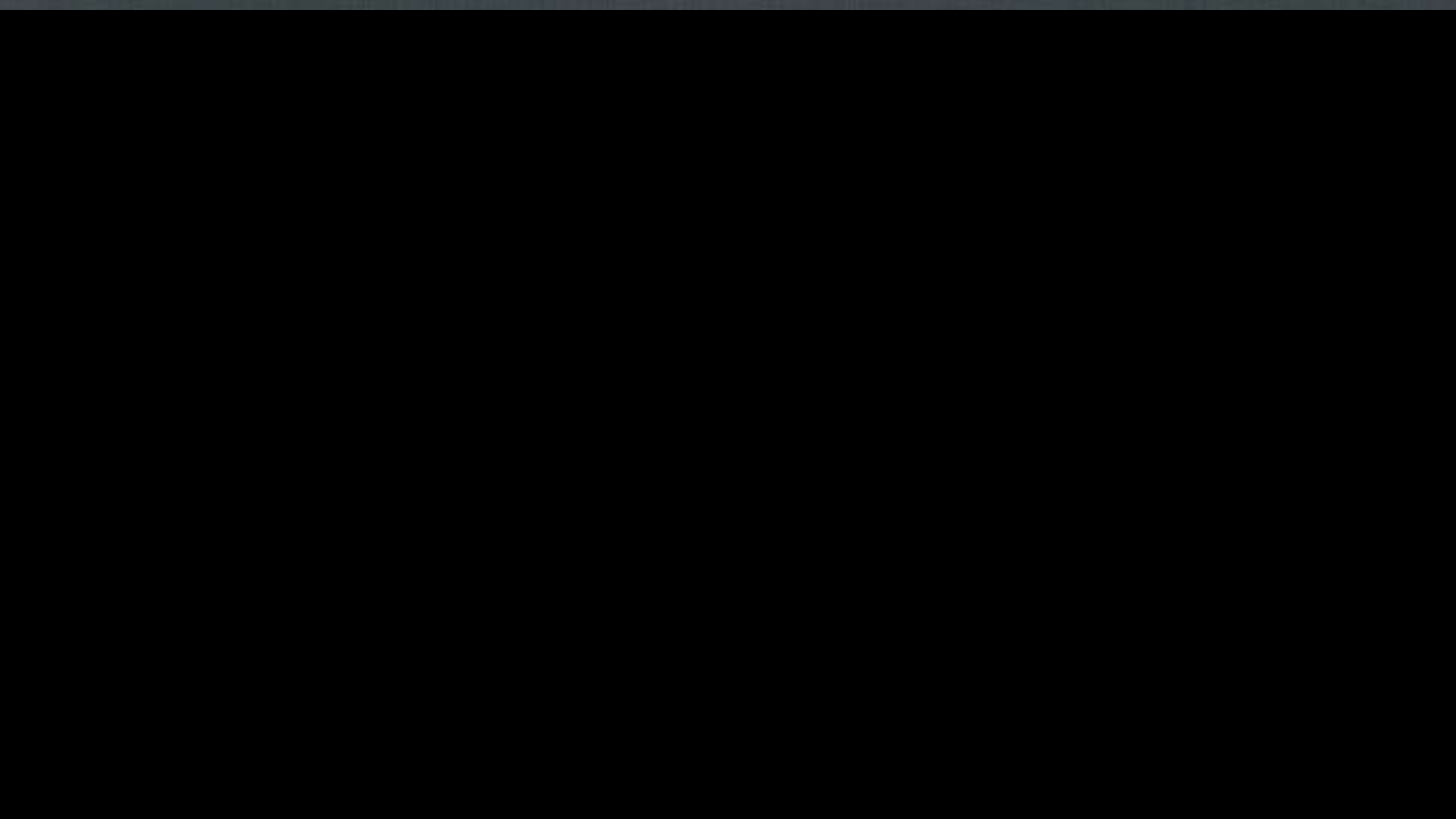


Multi-Cultural Celebrities Bridging the Gap

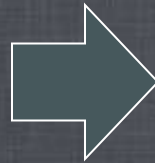


FIVE CELEBRITY
TYPES PROVEN
TO MOVE PRODUCT

Multi-Cultural Celebrity With a Medical Issue



Multi-Cultural
Celebrities' Family
Member
With a Medical Issue



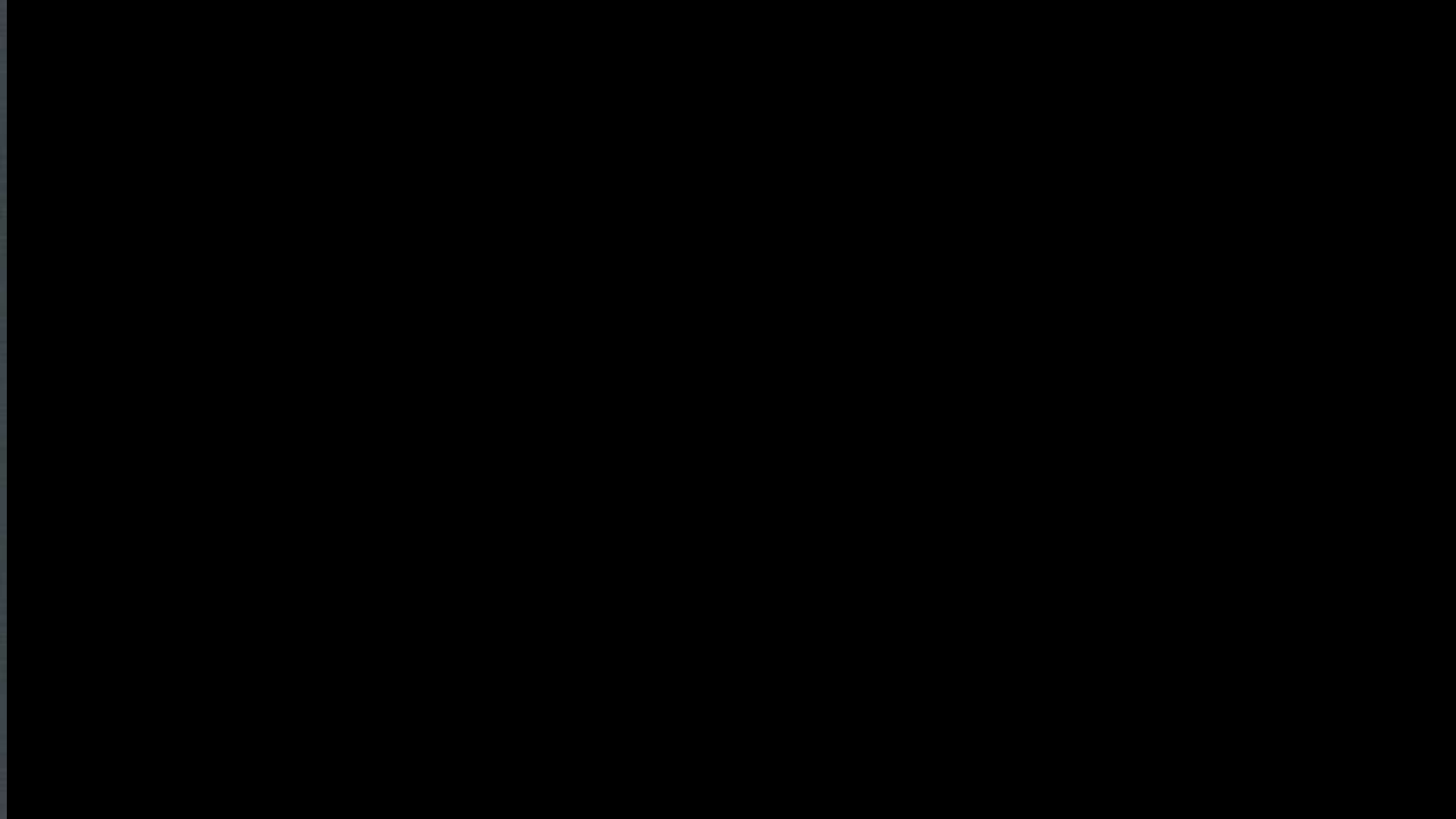
2005 Campaign Results

- 21 million media impressions
- 1.2 million SMT (satellite media tour) impressions
- Segment on ABC's daytime talk show "The View"
- 6,000 unique visits to diabetesfreedom.com during initial launch

No Connection to the
Medical Issue

Advil[®]

Multi-Cultural Celebrity
No Connection to
Medical Issue



Celebrity Expert

3 Ways to Identify a Celebrity E-Score

E-SCORE

Why a celebrity is appealing or not

Easy access to target demographics

Scores fielded weekly



Jamie Lee Curtis



Awareness

Total 87% Name 88% Face 86%

	<i>Total</i>	<i>Name</i>	<i>Face</i>
Persons 13-17	60%	63%	56%
Adults 18+	91%	92%	89%
A 18-24	66%	76%	56%
A 18-34	86%	86%	85%
A 18-49	90%	90%	89%
A 25-54	94%	94%	94%
Income \$50K & Above	91%	92%	90%
Income Less Than \$50K	84%	85%	83%
College Graduates	93%	94%	92%
Some College or Less	84%	85%	83%
Parent	93%	94%	93%
Non-Parent	81%	83%	79%
Top10 DMA	86%	87%	84%
Other DMA	87%	88%	86%

	<i>Total</i>	<i>Name</i>	<i>Face</i>
Females 18+	92%	93%	91%
F 13-17	72%	84%	59%
F 18-24	66%	76%	56%
F 18-34	90%	88%	92%
F 18-49	92%	92%	92%
F 25-54	95%	95%	95%
Males 18+	89%	90%	87%
M 13-17	47%	41%	47%
M 18-24	66%	84%	77%
M 18-34	81%	84%	77%
M 18-49	87%	88%	85%
M 25-54	92%	92%	93%

Appeal

Positive

Negative

37%

35%

23%

3%

1%

1%

	<i>Like a Lot</i>	<i>Like</i>	<i>Like Some</i>	<i>Dislike Some</i>	<i>Dislike</i>	<i>Dislike a Lot</i>		<i>Like a Lot</i>	<i>Like</i>	<i>Like Some</i>	<i>Dislike Some</i>	<i>Dislike</i>	<i>Dislike a Lot</i>
Total (persons 13+)	37%	35%	23%	3%	1%	1%	Total Name	35%	35%	25%	3%	1%	1%
Persons 13-17	35%	34%	24%	1%	5%	2%	Total Face	39%	35%	21%	3%	2%	0%
Adults 18+	37%	35%	23%	3%	1%	1%	Females 18+	41%	32%	22%	3%	1%	1%
A 18-24	21%	29%	45%	4%	0%	2%	F 13-17	48%	29%	16%	2%	5%	0%
A 18-34	28%	34%	30%	7%	1%	1%	F 18-24	26%	37%	31%	5%	0%	1%
A 18-49	35%	34%	26%	5%	1%	1%	F 18-34	32%	36%	24%	4%	2%	1%
A 25-54	41%	33%	21%	4%	1%	1%	F 18-49	39%	32%	24%	4%	1%	1%
Income \$50K & Above	36%	34%	25%	3%	1%	1%	F 25-54	45%	30%	20%	3%	2%	1%
Income Less Than \$50K	37%	35%	22%	3%	1%	1%	Males 18+	34%	38%	24%	4%	0%	1%
College Graduates	33%	35%	26%	4%	1%	1%	M 13-17	21%	39%	32%	0%	4%	4%
Some College or Less	39%	35%	21%	3%	1%	1%	M 18-24	15%	20%	58%	3%	0%	3%
Parent	43%	33%	20%	3%	1%	1%	M 18-34	24%	31%	35%	9%	0%	1%
Non-Parent	31%	37%	26%	4%	1%	1%	M 18-49	31%	35%	27%	6%	0%	1%
Top10 DMA	37%	38%	22%	3%	1%	0%	M 25-54	37%	35%	21%	5%	0%	0%
Other DMA	37%	34%	23%	3%	1%	1%							

Attributes

Phrased as: Which of the following words would you use to describe this person?

	Total	Women	Men		Total	Women	Men
ACTIVIST	15%	18%	12%	GOOD ENERGY	40%	46%	34%
AGGRESSIVE	9%	11%	8%	GOOD LISTENER	11%	14%	8%
APPROACHABLE	25%	34%	17%	HANDSOME	2%	2%	2%
ARTICULATE	22%	27%	18%	IMPARTIAL	2%	2%	3%
ATTRACTIVE	46%	43%	49%	INFLUENTIAL	18%	21%	15%
BEAUTIFUL	24%	20%	28%	INSINCERE	1%	1%	1%
BORING	1%	1%	1%	INTELLIGENT	47%	49%	44%
CAN IDENTIFY WITH	13%	17%	8%	INTERESTING	40%	45%	35%
CHARMING	26%	25%	28%	INTRIGUING	21%	20%	21%
CLASSY	37%	39%	35%	KOOKY/WACKY	17%	21%	12%
COLD	2%	2%	2%	MEAN	1%	1%	1%
COMPASSIONATE	21%	25%	17%	OVER-EXPOSED	3%	3%	3%
CONFIDENT	47%	54%	40%	PHYSICALLY FIT	37%	36%	37%
CREEPY	1%	1%	1%	RUDE	1%	2%	1%
CUTE	17%	15%	19%	SEXY	33%	22%	44%
DISTINCTIVE VOICE	20%	24%	16%	SINCERE	24%	30%	18%
DOWN-TO-EARTH	32%	41%	24%	STYLISH	24%	28%	21%
DYNAMIC	20%	25%	16%	TALENTED	59%	64%	53%
EMOTIONAL	13%	13%	14%	TREND-SETTER	9%	9%	9%
EXCITING	23%	22%	23%	TRUSTWORTHY	16%	22%	11%
EXPERIENCED	42%	47%	37%	UNIQUE	21%	26%	17%
FUNNY	44%	52%	36%	VERSATILE	27%	30%	25%
GLAMOROUS	24%	23%	25%	WARM	30%	34%	25%

\$12,000

\$12,001-\$99,999

\$100,000+



3 Ways to Determine a Celebrity's Cost

Agent

ICM[®]

INTERNATIONAL
CREATIVE
MANAGEMENT



octa8on

warner | music | group

SONY & BMG
MUSIC ENTERTAINMENT

IMG



**UNTITLED
ENTERTAINMENT**



UNIVERSAL MUSIC GROUP



INNOVATIVE ARTISTS
TALENT AND LITERARY AGENCY INC



brillsteinentertainmentpartners



Advertising Agency or Public Relations Firm

hunter public relations



HILL+KNOWLTON
STRATEGIES

TBWA\

GolinHarris



Burson-Marsteller



Edelman



JWT



ZENO

BBH

OLSON

kaplan
thaler
group



DDB°

BBDO

mcgarrybowen

MINDSHARE



WEBER SHANDWICK **Deutsch**

Celebrity Marketing Firms

Thank You