

A photograph of a red carpet event. In the center, a man in a black tuxedo and a woman in a purple sequined dress are being photographed by a crowd of people. Some are holding cameras, while others are taking pictures with their phones. The scene is lit with bright, focused lights, creating a glamorous atmosphere. The red carpet is visible at the bottom of the frame.

GfK Celebrity Monitor

Online Access Panel

GfK Celebrity Monitor



about any kind of celebrity:

- internationally or locally
- film, television, radio, music, sport, culture, social life

Concept

- ✓ Who are the celebrities?
- ✓ About which celebrities would like people to hear more in media?
- ✓ Which celebrities became boring?
- ✓ Who are the strongest endorsers for product category and for brand?

Results

1. List of the celebrities who are:
 - the most known
 - the most liked
 - the most wanted/ boring
2. Evaluation of endorsing power by product category & brand

GfK Celebrity Monitor

Methodology

Target:	15-50 y.o., urban general population or category users
Sample:	N = 400-600
Method:	online interviews with people which are randomly selected from GfK access panel

Content

- 40-50 celebrities which can be evaluated once
- Awareness (photo & name)
- Popularity
- Celebrities associated with the product
- Suitable celebrities to advertise for product/
brand



GfK Celebrity Monitor Data Base

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Data Base: celebrities & endorsers

Celebrities



1. Under general aspect:
 - general population
 - women
 - youth
2. Under specific areas:
 - sportsmen
 - news/ show presenters

Endorsers



1. Creating a data base for benchmarks
 - on standard questions & endorsing power
 - by category/ brand

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Investment

- Syndicated survey: depends on the number of clients
- Customized survey: depends on the client objectives



Advantages

- large number of celebrities which can included
- **client chooses the celebrities for evaluation**
- show many pictures in a effective way
- customized questions can be included
- work with category users
- smaller cost than for the traditional method
- results in a short time
- comparative analyses between celebrities
- creating a data base for benchmarks

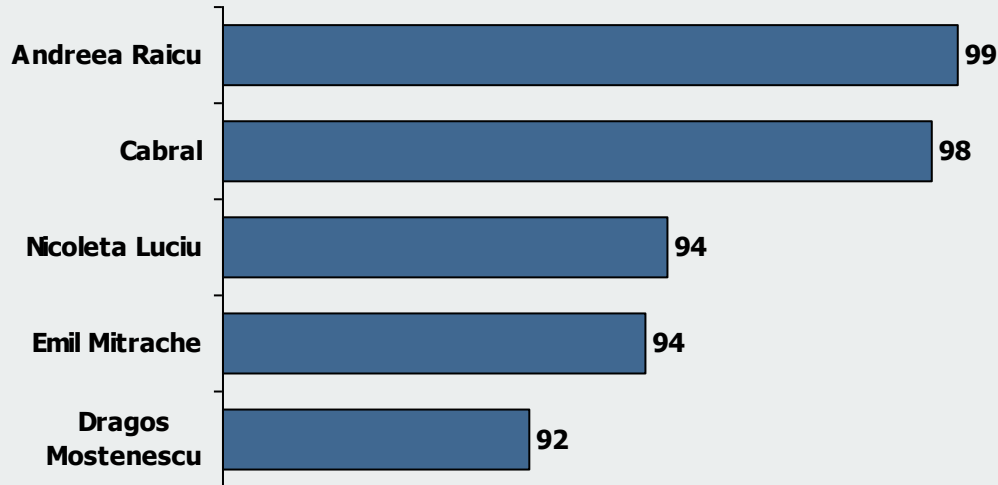
GfK Celebrity Monitor

Romanian TV Series 2009

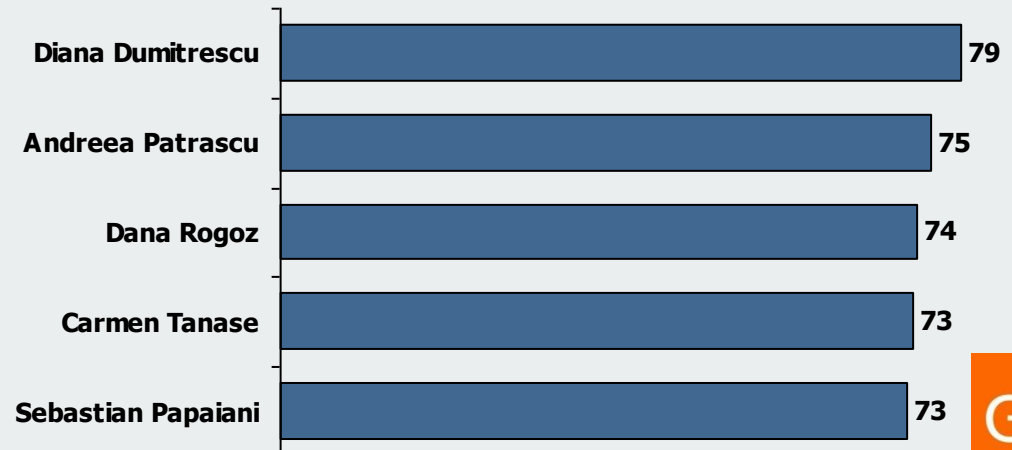
The survey was carried out on GfK access panel, in February, among 500 people from urban area

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TOP 5 (out of 38) - Most known



TOP 5 (out of 38) - Most liked



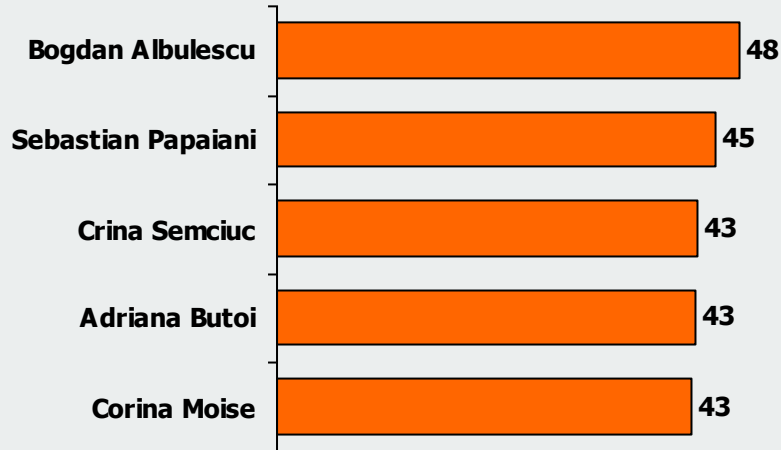
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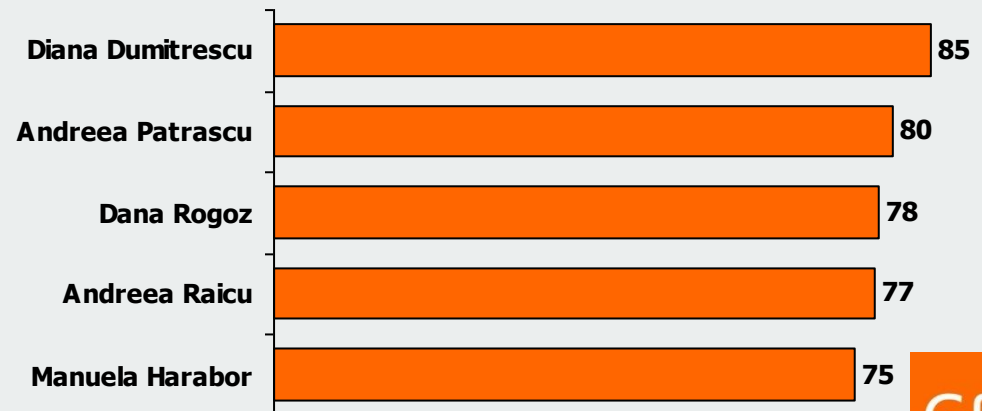
The survey was carried out on GfK access panel, in February, among 500 people from urban area

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TOP 5 (out of 38) - Popularity

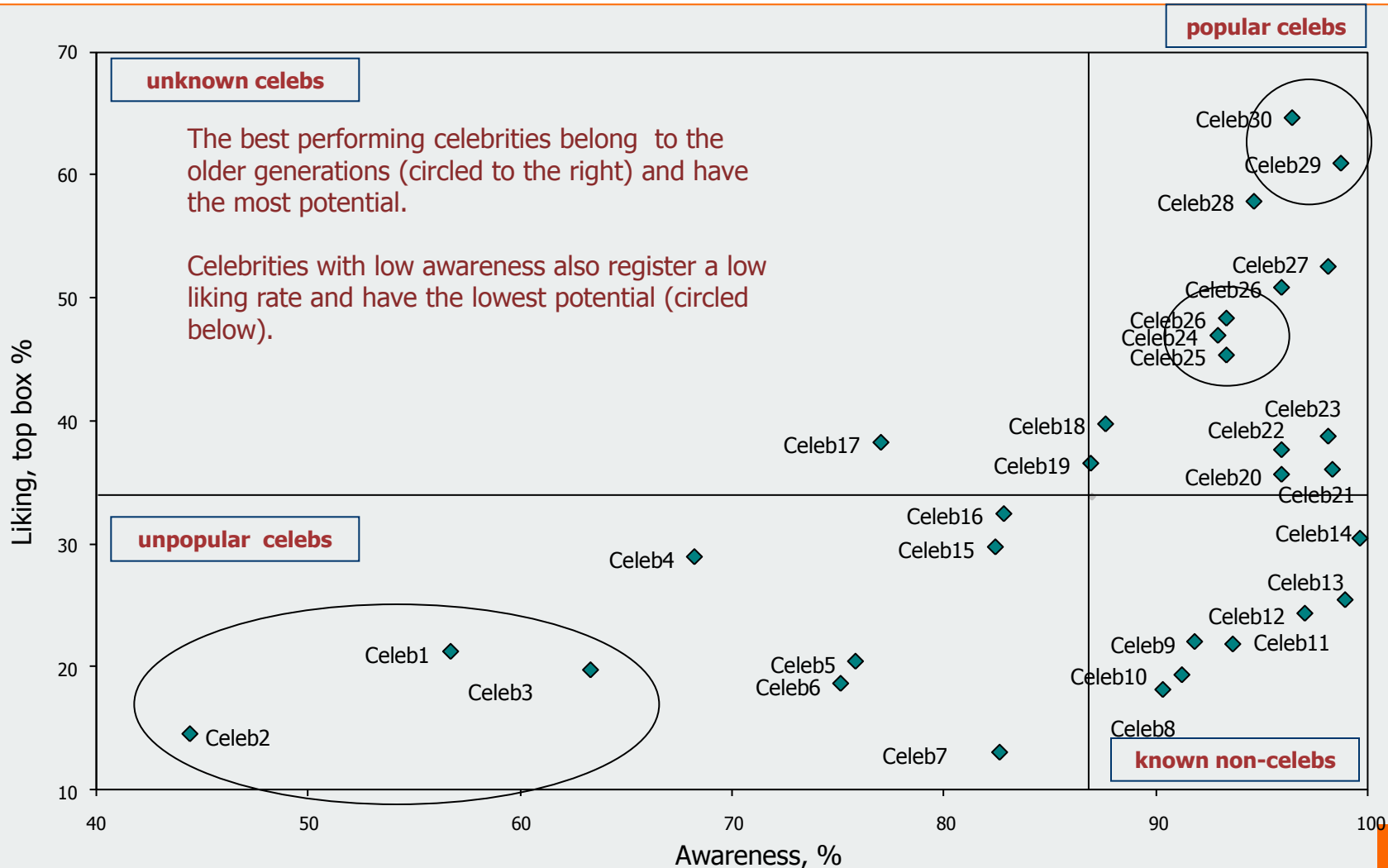


TOP 5 (out of 38) - Suitable to advertise



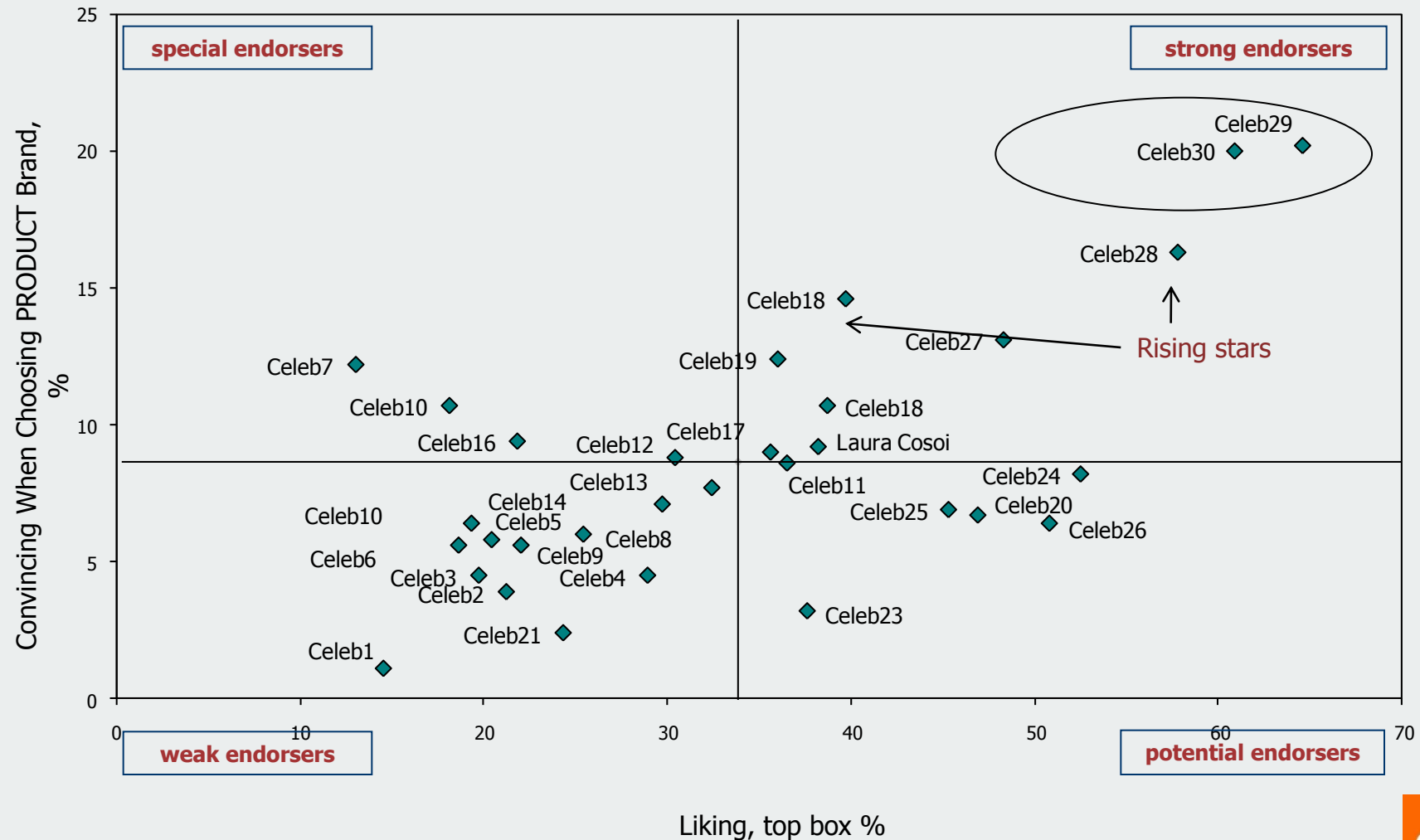
Celebrity Awareness vs. Liking

example



Liking vs. Convincing When Choosing PRODUCT Brand

example



A photograph of a red carpet event. In the center, a woman in a shimmering, purple, strapless gown is walking. She is surrounded by photographers and bright camera flashes. To her left, a man in a tuxedo is visible. In the foreground, the back of a person in a light blue shirt is seen, looking towards the celebrities. The scene is illuminated by bright, focused lights, creating a high-contrast, glamorous atmosphere.

GfK. Growth from Knowledge

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