



fanDNA Uncovers the Keys to Celebrity/Brand Matching

Consumers know who Justin Bieber is, but does that matter?

Is Jason Statham a stand-in for Johnny Depp?

Santa Monica, CA, December 8, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released a whitepaper report that examines how brands need different metrics to identify and optimize partnerships with celebrities. The report, an analysis of fanDNA™ data, highlights how awareness and likeability of a celebrity are not sufficient measures for understanding brand and celebrity fit.

The report uncovers the importance of familiarity and purchase influence as necessary metrics to optimally evaluate a celebs fit and relevance to a brand. The report shows that while Justin Bieber is widely known, ranking near the top in terms of total awareness, his famSCORE™ -- an empirically derived score gauging depth of familiarity -- ranks him near the bottom, suggesting his fans don't know him well enough to be swayed by his association to a particular brand.

The study also points out how current celebrity tracking services would overlook many high potential celebrities. As an example, the report compares Jason Statham and Johnny Depp. With the exception of a much lower awareness score, Statham ranks near Depp in all other key metrics. Thus, the report reveals that although Statham is known to a smaller group of consumers, he carries as much sway among this group as Depp does among those who know him.

"We're constantly amazed that many million-dollar sponsorships are made on gut instinct, rather than being weighed carefully with rigorous research and precise insight," said Michael Dowling, Interpret CEO and co-author of the report. "The need for better metrics is paramount, especially in a reality TV, blogging, and tweeting world where the whole definition of celebrity has changed."

Download the [FREE report here](#).

fanDNA™ Based on consumer data collected quarterly from 5,000 U.S. consumers, fanDNA is the only empirically-derived metric for matching brands and celebrities. Developed by cross-media market research firm, Interpret, in partnership with entertainment communications and marketing agency, PMK*BNC, fanDNA is designed to go beyond current celebrity tracking services. In combination with

Interpret's [New Media Measure™](#), fanDNA delivers the deepest profile available of a celebrity or brand's fan-base, including behavioral, attitudinal and product consumption metrics. <http://fan-dna.com/>

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret's unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

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