

NEWS RELEASE

Contacts: Deanie Sultana
+61 2 8873 7108
deanie.sultana@acnielsen.com.au

‘Our Nic’ and Brad Pitt voted world’s best celebrity endorsees, but no-one wants to see Rusty in his jocks

– *Latest ACNielsen consumer survey results reveal*

Australia, 24 July 2006: At home and abroad Nicole Kidman holds her own against female celebrities, with consumers around the world voting her one of the best female celebrities for product endorsements. And while these days he may be more commonly known as the male half of the ‘Brangelina’ phenomenon, Brad Pitt still maintains appeal in his own right, with consumers across the globe voting Pitt as the best male celebrity to endorse almost every kind of product, from casual wear to luxury items, sunglasses to lingerie.

According to a global online consumer survey conducted by leading research company ACNielsen in 42 markets across the globe, out of a random list of celebrities Pitt was voted the best male celebrity to endorse six out of a possible 10 product categories, including luxury wear, evening wear, designer lingerie, luxury perfume, sexy, provocative wear and trendy, cutting edge fashion. Kidman and Angelina Jolie each received top votes for four of the 10 categories, with Kidman taking out best celebrity endorsee for designer watches, luxury wear, evening wear and luxury perfume and Jolie leading for casual wear, designer lingerie, sexy, provocative wear and designer sunnies.

Other celebrities who held appeal as endorsees were tennis star Maria Sharipova for sports wear and singer/actress J-Lo for trendy, cutting edge fashion, while consumers voted actor George Clooney as hottest endorsee of men’s evening wear, Tiger Woods for designer watches, and David Beckham for sports wear.

In Australia consumers showed their patriotism, with Kidman holding onto top votes for the same four categories, while Jolie was pipped at the post by Kylie Minogue for lingerie and J-Lo lost her top spot to Minogue for trendy, cutting edge fashion.

And while Pitt maintained his appeal with Aussie consumers, he had to share the title of best endorsee of casual wear with local talent Russell Crowe, as well as sharing best endorsee of trendy, cutting edge fashion with Johnny Depp and luxury wear with George Clooney.

“Celebrities’ professions or the types of films or songs they are associated with have a great influence on consumers’ views, as could be seen by the selection of Maria Sharipova and Becks for sports wear,” says Johnny Panagiotidis, Director, Retail, ACNielsen Australia. “There was also a strong association with product categories the celebrity had previously been associated with, such as perfume for Kidman or designer watches for Woods – an indication of money well-spent for marketers.”

The ACNielsen survey revealed not only consumers’ endorsee preferences, but also any potential discord between certain products and celebrities. Russell Crowe, for example, was one of the least likely celebrities Australian consumers wanted to see modelling men’s lingerie and, similarly, they had a difficult time associating actor Jackie Chan with sexy, provocative wear.

“The aspirational nature of product endorsements by celebrities makes it highly effective where people are looking to buy an ‘image’ that will better project their social status,” observes Panagiotidis. “However, one size definitely doesn’t fit all, and marketers need to consider a number of factors before committing to a celebrity endorsement contract.”

Table 1: Female celebrities voted best fashion apparel endorsees

Product category	Australia	Asia Pacific	Global
Casual wear	Angelina Jolie/ Jessica Simpson	Nicole Kidman	Angelina Jolie
Designer watches	Nicole Kidman	Nicole Kidman	Nicole Kidman
Luxury wear	Nicole Kidman	Nicole Kidman	Nicole Kidman
Evening wear	Nicole Kidman	Nicole Kidman	Nicole Kidman
Designer lingerie	Kylie Minogue	Angelina Jolie	Angelina Jolie
Luxury perfume	Nicole Kidman	Nicole Kidman	Nicole Kidman
Sexy, provocative wear	Angelina Jolie	Angelina Jolie	Angelina Jolie
Sports wear	Maria Sharapova	Maria Sharapova	Maria Sharapova
Designer sunglasses	Angelina Jolie	Angelina Jolie	Angelina Jolie
Trendy, cutting edge fashion	Kylie Minogue	Jennifer Lopez	Jennifer Lopez

Table 2: Male celebrities voted best fashion apparel endorsees

Product category	Australia	Asia Pacific	Global
Casual wear	Brad Pitt/ Russell Crowe	David Beckham	Brad Pitt
Designer watches	Tiger Woods	Tiger Woods	Tiger Woods
Luxury wear	Brad Pitt/ George Clooney	Brad Pitt	Brad Pitt
Evening wear	George Clooney	Brad Pitt	George Clooney
Designer lingerie	Brad Pitt	Brad Pitt	Brad Pitt
Luxury perfume	George Clooney	Brad Pitt	Brad Pitt
Sexy, provocative wear	Brad Pitt	Brad Pitt	Brad Pitt
Sports wear	Tiger Woods	Tiger Woods	David Beckham
Designer sunglasses	Brad Pitt	Tom Cruise	Brad Pitt
Trendy, cutting edge fashion	Brad Pitt/ Johnny Depp	Brad Pitt	Brad Pitt

##

About the ACNielsen Online Consumer Confidence and Sentiment Survey

The ACNielsen online survey, the largest global survey of its kind, is conducted twice-yearly and is designed to provide an understanding of consumer attitudes and opinions on a variety of topical issues. The most recent wave of the survey took place in November 2005 and polled over 23,500 consumers – regular Internet users – in 42 markets.

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

For more information or to view this and other ACNielsen media releases online visit www.acnielsen.com.au.

ACNielsen Australia
11 Talavera Road
Macquarie Park NSW 2113 Australia
Phone: +61 2 8873 7000 Fax: +61 2 8873 7001
<http://www.acnielsen.com.au>