



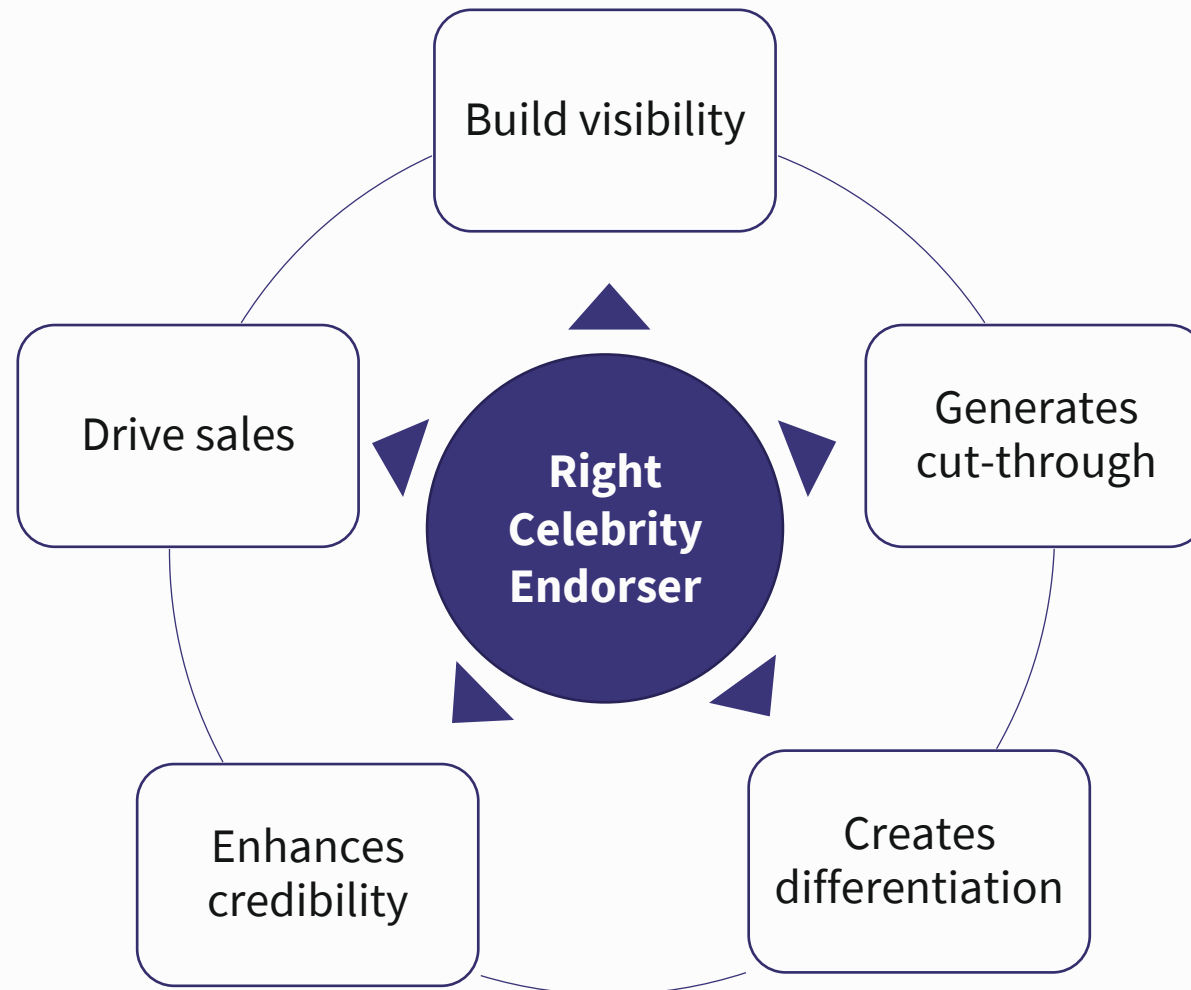


CELEBRITY ENDORSER SELECTION: PRODUCT OVERVIEW

Ormax Celeble

August 2021

THE NEED



CELEBRITY ENDORSEMENT DONE RIGHT



1989

Hired a young
Michael Jordan



2019

Celebrated 30
years together



Hanes targets consumers in
both high-end and mass retail
outlets

Popular among the masses due to his
roots & among the classes due to his
performance

Perfect amalgamation of brand
values and what the endorser
stands for and represents

THE ORMAX CELEBLE ADVANTAGE



Data-driven evaluation of 500+ celebrities across domains



Helps make a smarter celebrity endorser choice, one that is 'right' for the brand



Selection Approach

Ormax Personality Framework



ORMAX PERSONALITY FRAMEWORK

ADAPTED FROM JENNIFER AAKER'S FRAMEWORK

DIMENSIONS

TRAITS

	SINCERITY	EXCITEMENT	COMPETENCE	SOPHISTICATION	RUGGEDNESS
	Emotional	Cool	Sensible	Upper Class	Tough & Rugged
	Honest	Funny	Confident	Good-looking	
	Wholesome	Spirited	Hardworking	Glamorous	
	Family-oriented	Independent	Inspirational	Cute	
	Real	Young	Successful		
	Down-to-earth	Contemporary	Intelligent		
	Friendly	Innovative			
	Caring	Daring			

CELEBRITY PROFILING

- For each celebrity, their core target audience are asked to select up to three traits that match him/ her the best
- The colour assigned to each trait captures how strongly it matches the character, based on audience responses

	Very strong match
	Strong match
	Moderate match
	Very low match

PERSONALITY MAP: AKSHAY KUMAR

SINCERITY 7	EXCITEMENT 29	COMPETENCE 32	SOPHISTICATION 16	RUGGEDNESS 16
Emotional	Cool	Sensible	Upper Class	Tough & Rugged
Honest	Funny	Confident	Good-looking	
Wholesome	Spirited	Hardworking	Glamorous	
Family-oriented	Independent	Inspirational	Cute	
Real	Young	Successful		
Down-to-earth	Contemporary	Intelligent		
Friendly	Innovative			
Caring	Daring			

PERSONALITY MAP: M.S. DHONI

SINCERITY 15	EXCITEMENT 19	COMPETENCE 46	SOPHISTICATION 5	RUGGEDNESS 15
Emotional	Cool	Sensible	Upper Class	Tough & Rugged
Honest	Funny	Confident	Good-looking	
Wholesome	Spirited	Hardworking	Glamorous	
Family-oriented	Independent	Inspirational	Cute	
Real	Young	Successful		
Down-to-earth	Contemporary	Intelligent		
Friendly	Innovative			
Caring	Daring			

PERSONALITY MAP: NEHA KAKKAR

SINCERITY 20	EXCITEMENT 18	COMPETENCE 24	SOPHISTICATION 34	RUGGEDNESS 4
Emotional	Cool	Sensible	Upper Class	Tough & Rugged
Honest	Funny	Confident	Good-looking	
Wholesome	Spirited	Hardworking	Glamorous	
Family-oriented	Independent	Inspirational	Cute	
Real	Young	Successful		
Down-to-earth	Contemporary	Intelligent		
Friendly	Innovative			
Caring	Daring			

CHARACTER MAP: ANUPAMA (ANUPAMA)

SINCERITY 38	EXCITEMENT 15	COMPETENCE 37	SOPHISTICATION 10	RUGGEDNESS 0
Emotional	Cool	Sensible	Upper Class	Tough & Rugged
Honest	Funny	Confident	Good-looking	
Wholesome	Spirited	Hardworking	Glamorous	
Family-oriented	Independent	Inspirational	Cute	
Real	Young	Successful		
Down-to-earth	Contemporary	Intelligent		
Friendly	Innovative			
Caring	Daring			

PERSONALITY MAP: BHUVAN BAM

SINCERITY 14	EXCITEMENT 39	COMPETENCE 39	SOPHISTICATION 5	RUGGEDNESS 3
Emotional	Cool	Sensible	Upper Class	Tough & Rugged
Honest	Funny	Confident	Good-looking	
Wholesome	Spirited	Hardworking	Glamorous	
Family-oriented	Independent	Inspirational	Cute	
Real	Young	Successful		
Down-to-earth	Contemporary	Intelligent		
Friendly	Innovative			
Caring	Daring			

SELECTION UNIVERSE

DATABASE OF 500+ CELEBRITIES/ CHARACTERS ACROSS DOMAINS



Hindi Film Stars

125



Regional Film Stars

125



TV Stars

90



Digital & Social Media

60



Sports

50



Music

40



HGEC Characters

10



Animation Characters

10

The page features decorative wavy lines at the top and bottom, composed of many thin, overlapping lines in shades of light blue and purple, creating a sense of motion and depth. The background is a clean, light gray.

Selection Process

SELECTION PROCESS

Creating the desired profile for the brand using the Ormax Personality Framework. This process entails selecting traits associated with the brand and their relative strength, based on inputs received from the brand team in a prescribed format

Matching the desired brand profile with the profiles of celebrities and characters in the Ormax database

Identifying the top celebrities based on their **Ormax Celeble Score**, i.e., % Match between their profile and the desired brand profile

Ormax Celeble does not take into consideration the popularity of a celebrity, which can be applied as an additional consideration, while evaluating celebrities with high Ormax Celeble Score. Ormax has syndicated popularity data across various domains available for subscription.



Output Illustrations

Examples of three brands to illustrate how Ormax Celeble works



NYKAA



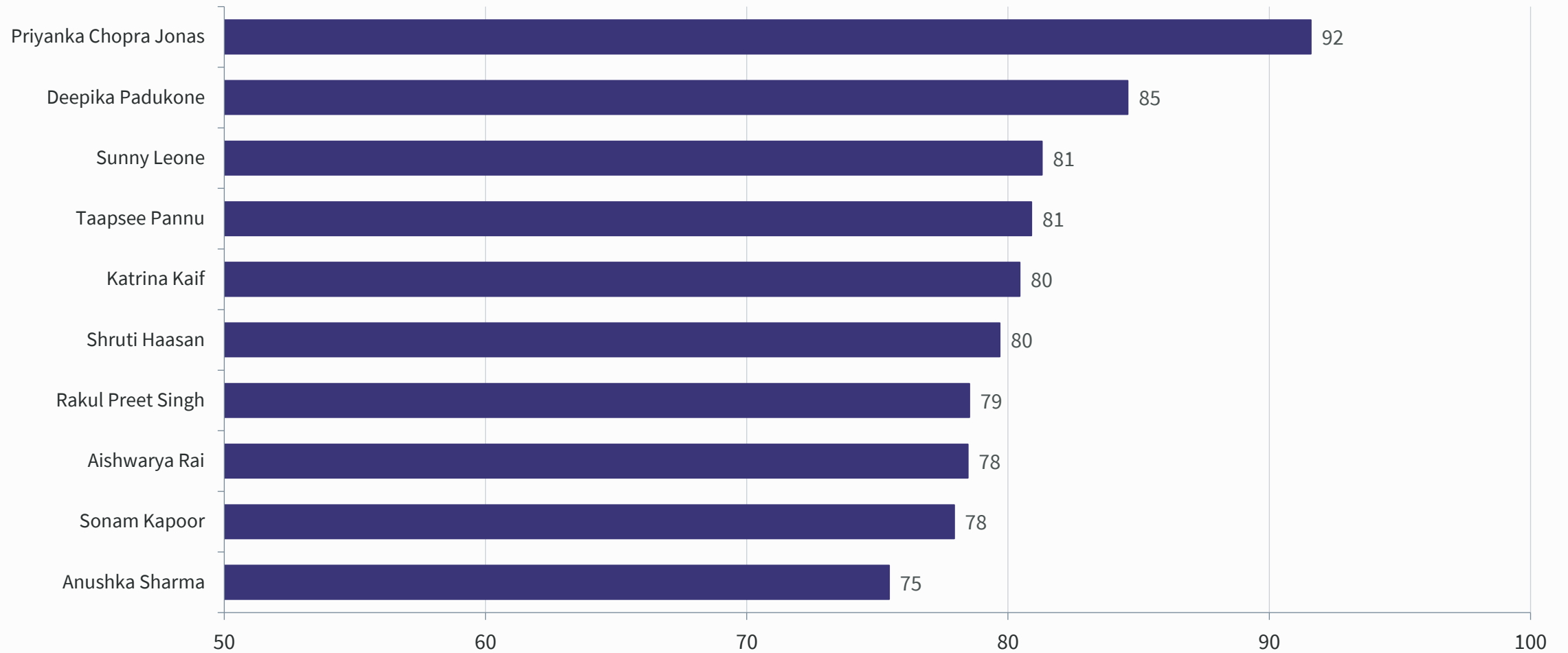
NYKAA

DESIRED BRAND PROFILE

SINCERITY	EXCITEMENT	COMPETENCE	SOPHISTICATION	RUGGEDNESS
Emotional	Cool	Sensible	Upper Class	Tough & Rugged
Honest	Funny	Confident	Good-looking	
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NYKAA

ORMAX CELEBLE SCORE: TOP 10 CELEBRITIES



NYKAA

ORMAX CELEBLE SCORE: TOP CELEBRITIES (OTHER DOMAINS)



Hindi Film Star (Male)
Hrithik Roshan



Sports (Cricket)
KL Rahul



Regional Film Star (Telugu)
Samantha



Regional Film Star (Tamil)
Nayanthara



Regional Film Star (Marathi)
Sai Tamhankar



Regional Film Star (Punjabi)
Neeru Bajwa

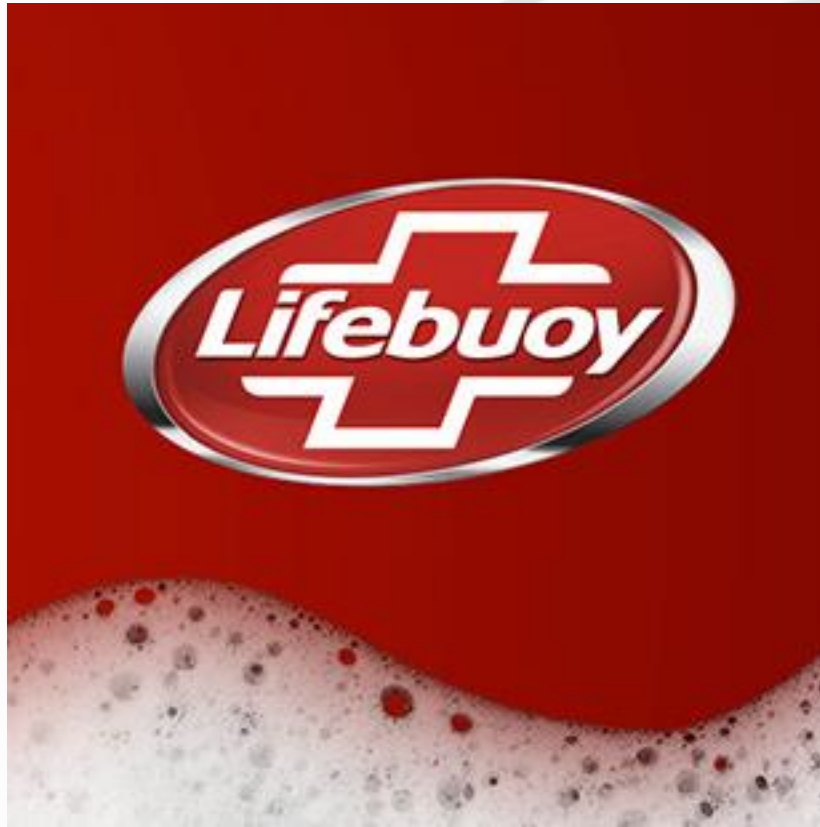


Sports (Non-cricket)
Sania Mirza



Digital/ Social Media
Prajakta Koli (Mostly Sane)

LIFEBUOY



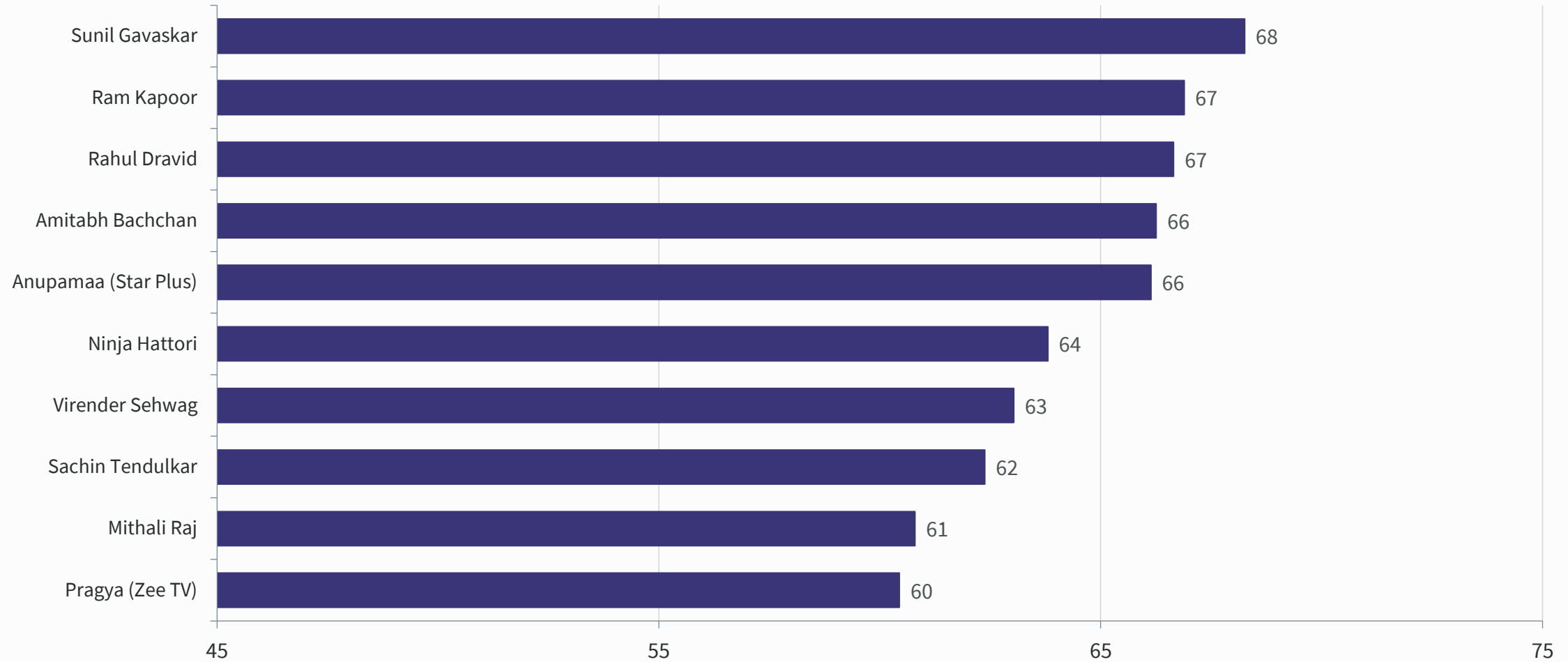
LIFEBUOY

DESIRED BRAND PROFILE

SINCERITY	EXCITEMENT	COMPETENCE	SOPHISTICATION	RUGGEDNESS
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LIFEBUOY

ORMAX CELEBLE SCORE: TOP CELEBRITIES (OTHER DOMAINS)



LIFEBUOY

ORMAX CELEBLE SCORE: TOP CELEBRITIES BY OTHER DOMAINS



Regional Film Star (Telugu)
Chiranjeevi



Regional Film Star (Tamil)
Jyothika



Regional Film Star (Marathi)
Sachin Khedekar



Regional Film Star (Punjabi)
Gurdas Maan



Sports (Non-cricket)
Geeta Phogat

FASTRACK



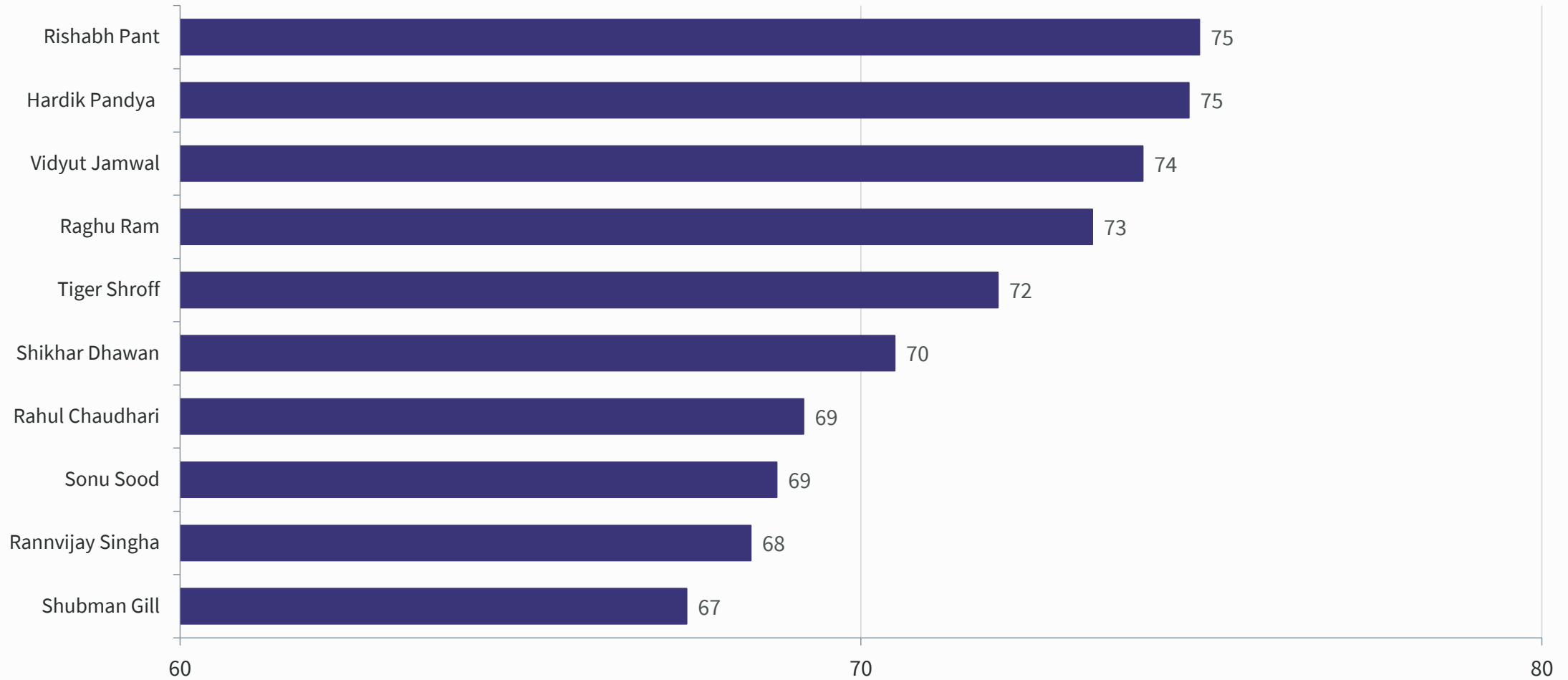
FASTRACK

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FASTRACK

ORMAX CELEBLE SCORE: TOP 10 CELEBRITIES



FASTRACK

ORMAX CELEBLE SCORE: TOP CELEBRITIES (OTHER DOMAINS)



Regional Film Star (Telugu)
Prabhas



Regional Film Star (Tamil)
Dhanush



Sports (Non-cricket)
Sunil Chhetri



Animation Character
Ben 10



Regional Film Star (Marathi)
Ankush Chaudhari



Music
Badshah

“One thing people don’t realize about celebrity endorsements is how effective an endorsement can be from someone who is relatively unknown but has the right personality”

Kevin Plank | Founder and Executive Chairman of Under Armour

UNDER ARMOUR



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