

first call

celebrity acquisition and activation

March 2009

Octagon First Call Reality TV Marketing Survey Results

With *American Idol* down to their final 13, *Dancing with the Stars (DWTS)* premiering this week, controversy abound on *The Bachelor* and plenty more from the reality world – this genre will dominate the Nielsen ratings (again).

Year after year, we see new talent emerge from these shows as well as numerous celebrity contestants successfully reinvigorate their careers. We asked more than 200 marketers their opinions about what makes these shows and their stars (hosts, judges, celebrities and new talent) memorable, marketable and compelling to watch.

Survey Results

Which current **reality TV star** will be the **next one to breakout?**

- Winner: **Whitney Port** (*The City, The Hills*)
- Runner-Ups: **“Future *American Idol* winner”** (*Idol*), **Danny Gokey** (*Idol*), **Jillian Michaels** (*The Biggest Loser*), **Fabio Viviani** (*Top Chef*) and **Kara DioGuardi** (*Idol*)

First Call Analysis: Port has already begun to parlay her reality show stardom into a successful career with the launch of her clothing line, Whitney Eve. Expect Port to land a beauty endorsement deal similar to Lauren Conrad’s Mark Cosmetics endorsement. *The City’s* and *The Hill’s* viewing audience is largely comprised of women ages 21-35, a coveted demographic in the beauty industry.

Which celebrity has **reinvigorated his/her career (“most marketable”)** since appearing as a contestant on a reality show?

- Winner: **Mario Lopez** (*DWTS*), received twice as many votes as the runner-up
- Runner-Ups: **Ozzy Osborne** (*The Osbournes*), **Marie Osmond** (*DWTS*) and **Paula Abdul** (*Idol*)

First Call Analysis: After appearing on *Dancing with the Stars*, Lopez successfully kick-started his comeback with several partnerships (including Ronald McDonald House Charities, Everlast and PepsiCo), hosting gigs (including *Extra*, *America’s Best Dance Crew*, *MTV’s Top Pop Group* and the Miss America pageants), authoring two books (*Mario Lopez’s Knockout Fitness* and the upcoming *Mud Taco*) and even joining the Broadway show *A Chorus Line*. With his good looks, charismatic personality and special talents (i.e. bilingual), he will stay relevant for years to come.

Which **reality TV show** has produced the most stars?

- Winner: ***American Idol*** (93%)
- Others: ***DWTS*** (48%), ***Survivor*** (25%), ***The Real World*** (23%), ***Project Runway*** (19%) and ***America’s Next Top Model*** (18%)

first call

celebrity acquisition and activation

First Call Analysis: Pay attention to these shows and their casts, as they retain their popularity year after year. *American Idol* routinely draws over 30 million viewers and has launched several successful careers over its eight seasons. And *DWTS* (with an average of more than 20 million viewers) has a history of helping celebrities' careers by providing a platform for them to get back in the media spotlight.

Who is the *most marketable reality TV star* that was *previously unknown* to the public?

- Winner: **Carrie Underwood** (*American Idol*)
- Others: **Lauren Conrad** (*The Hills*), **Kelly Clarkson** (*Idol*), **Kim Kardashian** (*Keeping Up with the Kardashians/Dancing with the Stars*) and **Jennifer Hudson** (*Idol*)

First Call Analysis: These women have enjoyed unmistakable success after their reality show debuts. Since winning *Idol*, Underwood has partnered with several big name companies including Hershey's, VitaminWater, Nintendo DS and Skechers.

Who is the *most marketable reality TV host or judge*?

- Winner: **Ryan Seacrest** (*American Idol*) 64%
- Others: **Heidi Klum** (*Project Runway*), **Simon Cowell** (*American Idol*), **Tyra Banks** (*America's Next Top Model*), **Donald Trump** (*The Apprentice*), **Ty Pennington** (*Extreme Makeover: Home Edition*)

First Call Analysis: Since landing the hosting job of *American Idol*, Ryan Seacrest has emerged as a pop culture superstar. In addition to *Idol*, Seacrest can be seen co-hosting *E!News*, *Dick Clark's New Year's Rockin' Eve with Ryan Seacrest*, Premiere Radio Network's *American Top 40* and *E!'s Network's Red Carpet* coverage. Ryan Seacrest Productions also produces several reality shows including *Keeping Up with the Kardashians*, *Bromance* and *Denise Richards: It's Complicated*.

What *characteristic* makes a reality TV star most marketable?

- For a celebrity contestant: "**Authenticity**" (27%), "**Media Interest**" (26%)
- For a breakthrough reality star: "**Talent**" (31%), "**Media Interest**" (23%)
- For a Host/Judge: "**Authenticity**" (26%), "**Humor**" (21%), "**Media Interest**" (12%)

First Call Analysis: Being genuine and relevant clearly enhances a reality TV star's marketability and present two compelling reasons why brands use celebrity spokespeople.

Where can a reality TV star most effectively promote a brand?

- Winner: **Advertising** (64%)
- Others: **Public Relations**, **Event Hospitality** and **Website/Blog/ Digital Components**

first call

celebrity acquisition and activation

First Call Analysis: In spite of recent setbacks for the advertising industry, it remains a strong platform for brands to utilize celebrity spokespeople.

RESPONDENTS' DEMOGRAPHICS

Despite being sent out to an equal number of men and women, 70% of survey respondents were women, indicating a higher interest level in reality TV. With 55% of respondents between the ages of 21 and 35, the survey attracted a younger demographic.

David Schwab | Vice President, Managing Director - Octagon First Call
1751 Pinnacle Drive, Suite 1500 | McLean VA 22102 | USA
t (703) 905 3363 | **m** (703) 980 1983
e david.schwab@octagon.com | www.octagonfirstcall.com
blog www.octagonfirstcall.com/celebrityconsulting/Blog
twitter [david_schwab](https://twitter.com/david_schwab)