



The Impact of Characters & Celebrities on Kids & Teens

Presented by:

E-Poll Market Research

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Overview



Overview

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- Celebrity and Character Measurement Methodology
- Kids & Characters
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- Teens and Celebrities

Celebrity & Character Evaluation





Celebrity Measurement

METHODOLOGY

Survey fielded weekly to E-Poll's online panel of
Teens age 13 to 17
Adults age 18 +
N=1,100

25 celebrities are evaluated by each respondent – (sports figures, actors, actresses, political figures, etc.).

Celebrity E-score Measures:

Awareness – half of sample sees an image only & half sees the name only
Appeal – likeability on a 6 point scale
Attributes – respondents select from 46 attributes to describe each celebrity
Open end question – to provide any additional thoughts about the celebrity

Celebrity E-Score has been fielded for 5 years and there are currently 2800 Celebrities in E-Score database



Character Measurement

METHODOLOGY

Survey fielded quarterly to E-Poll's online panel of :

- Teens and adults, age 13 to 49 N=1500
- Children age 6 to 12 N=500

20 characters are evaluated by children, with a total of 100 characters per wave. Teens and adults see 25 characters, with a total of 150 characters fielded per wave. Currently, 1 wave of character E-score has fielded (June 2006). Second wave scheduled to field September 2006.

Rendered and Real characters (cartoon, comic book, videogame characters & live characters in TV series, movies etc.)

Character E-score Measures:

Awareness – half of sample sees an image only & half sees the name only

Appeal – likeability on a 6 point scale

Attributes – select from 35 attributes to describe each character

Appropriateness in different media – movies, TV shows , toys, videogames, books, etc.

Media usage – moviegoing frequency, videogame playing, etc.

Open end question – to provide any additional thoughts about the character

Kids and Characters



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Kids' Attraction to Characters

Kids relate to, or identify with characters in one of four ways:

- **Nurturing:** The character either nurtures the child (like Barney or Big Bird) or is nurtured by the child (like a doll)
- **Identification:** The child identifies with the character as being like himself, or having some aspect or quality of the character
- **Emulation:** The character is aspirational - the child wants to be like the character in some way
- **Disidentification:** the child is attracted to the dark-side qualities of the character. He doesn't consciously want to be like the character – often a villain – but is “entertained” by negative, dark, evil characteristics.

Source: Dan S. Acuff, Ph.D. *What Kids Buy & Why*



Age Segments: 3 to 7 Year Olds

Ages 3 to 7 – The Emerging Autonomy Stage

- Cognition: Intuitive, Prelogical, Preoperational, Bipolar (sees things as black/white, good/bad)
- Perception: Anthropomorphism – attributes human characteristics to animals/objects, Fantasy – anything is possible, Centrism, Overcuing (fixates on exaggerated visual cues), affinity to animals
- Needs/Wants: Love, Safety, Autonomy (growing need for independence)
- Self/Social: Self-centered, self protective, impulsive, independent
- Humor: Slapstick, visual, silly, kinetic, sudden surprise, high sensory
Learns (1) to imagine, broaden skills through active play including fantasy (2) to cooperate with others (3) to lead as well as to follow.
Reality not firm perceptions dominate judgment.

Source: Dan S. Acuff, Ph.D. *What Kids Buy & Why*



Age Segments: 3 to 7 Year Olds

Two Distinct Stages

Age 3 to 5: preferred characters are still soft and safe:

- Disney characters
- Looney Tunes characters

Age 6 to 7: more sophisticated humor – more complexity, more edge – start to aggressively push away from “younger” characters. Egocentrism starts to erode

- Wile E. Coyote
- Bugs Bunny

Age Segments: 6 to 9 Year Olds



Characters with Strong Appeal

Rank	Character	"Like a Lot"	A Good Friend	Cool	Funny	A Hero	Friendly	Good
1	<i>Donkey</i>	71%	76%	46%	84%	32%	55%	49%
2	<i>Shrek</i>	70%	55%	50%	72%	42%	39%	52%
3	<i>Scooby-Doo</i>	67%	74%	59%	77%	55%	64%	60%
4	<i>Madagascar Penguins</i>	64%	24%	57%	75%	15%	31%	34%
5	<i>SpongeBob SquarePants</i>	62%	60%	57%	79%	18%	58%	53%
6	<i>Fairly Odd Parents</i>	60%	45%	52%	68%	26%	43%	48%
7	<i>Tom and Jerry</i>	59%	30%	38%	81%	7%	27%	33%
8	<i>Zack & Cody</i>	58%	48%	63%	71%	4%	48%	44%
9	<i>Puss 'n Boots</i>	55%	36%	47%	62%	50%	36%	38%
10	<i>R2D2</i>	54%	58%	50%	44%	42%	40%	54%

Source: E-Score Character Kids

Age Segments: 6 to 9 Year Olds



Characters That are Disliked

Rank	Character	"Dislike a lot"	For Someone younger than you	For Someone older than you	Mostly for boys	Mostly for girls
1	<i>My Little Pony</i>	18%	79%	14%	0%	85%
2	<i>Jaws</i>	15%	2%	89%	23%	2%
3	<i>Dora the Explorer</i>	14%	85%	5%	3%	66%
4	<i>Jay Jay The Jet Plane</i>	11%	88%	5%	24%	10%
5	<i>Cartman</i>	10%	14%	80%	31%	4%
6	<i>Blue the Dog</i>	9%	92%	4%	13%	18%
7	<i>Caillou</i>	9%	87%	3%	19%	9%
8	<i>Diego</i>	8%	78%	13%	20%	11%
9	<i>Transformers</i>	7%	32%	36%	71%	1%
10	<i>Incredible Hulk</i>	7%	13%	65%	65%	3%
11	<i>Darth Vader</i>	7%	14%	76%	54%	1%

Source: E-Score Character Kids

Age Segments: 8 to 12 Year

Olds

Ages 8 to 12 – the Rule/Role stage Concrete operations

- Cognition: Concrete operational, Simple abstractions, Logic
- Perception: Rule/Role, Detail, concern with conformity
- Needs/Wants: Acceptance, Success, among peers/family, Role Enactment, Rule Learning
- Self/Social: Conformist – Social and Peer Roles. Sensitivity to advertising
- Humor: Slapstick + Abstraction, Darkside Appeal (gross, irreverent, taboo, violent)

Learns to master the more formal skills of life: (1) relating with peers according to rules (2) progressing from free play to play that may be elaborately structured by rules and may demand formal teamwork, such as baseball

Source: Dan S. Acuff, Ph.D. *What Kids Buy & Why*



Age Segments: 8 to 12 Year Olds



Characters with Strong Appeal

Rank	Character	"Like a lot"	A good friend	A Hero	Brave	Cool	Funny	Good	Interesting	Powerful	Smart
1	<i>Donkey</i>	65%	67%	24%	19%	46%	79%	47%	39%	3%	13%
2	<i>SpongeBob SquarePants</i>	60%	64%	15%	12%	55%	78%	50%	36%	3%	14%
3	<i>Scooby-Doo</i>	59%	68%	58%	27%	53%	73%	56%	38%	6%	25%
4	<i>Shrek</i>	58%	63%	45%	36%	44%	70%	49%	39%	16%	17%
5	<i>Madagascar Penguins</i>	55%	24%	14%	27%	61%	72%	35%	41%	7%	30%
6	<i>Harry Potter</i>	54%	58%	61%	59%	52%	22%	54%	53%	48%	56%
7	<i>Jack Sparrow</i>	54%	19%	40%	44%	47%	52%	23%	49%	19%	29%
8	<i>Puss 'n Boots</i>	51%	39%	52%	50%	50%	69%	40%	41%	13%	26%
9	<i>X-Men</i>	50%	24%	67%	48%	47%	12%	39%	43%	61%	33%
10	<i>Zack & Cody</i>	50%	44%	5%	10%	61%	74%	43%	43%	4%	36%

Source: E-Score Character Kids

Age Segments: 10 to 12 Year Olds



Characters that are Disliked

Rank	Character	"Dislike a lot"	For Someone younger than you	For Someone older than you
1	<i>My Little Pony</i>	27%	91%	4%
2	<i>Dora the Explorer</i>	26%	96%	1%
3	<i>Jay Jay The Jet Plane</i>	26%	98%	3%
4	<i>Diego</i>	22%	93%	5%
5	<i>Caillou</i>	17%	95%	1%
6	<i>Transformers</i>	17%	66%	18%
7	<i>Teenage Mutant Ninja Turtles</i>	15%	73%	16%
8	<i>Blue the Dog</i>	14%	99%	2%
9	<i>Jaws</i>	11%	11%	77%
10	<i>G.I. Joe</i>	11%	63%	24%

Source: E-Score Character Kids

Age Segments: 6 to 12 Year Olds



Character Appeal by Gender

Total 6 to 12	Boys 6 to 12	Girls 6 to 12
<i>Donkey</i>	<i>SpongeBob SquarePants</i>	<i>Donkey</i>
<i>SpongeBob SquarePants</i>	<i>Donkey</i>	<i>Shrek</i>
<i>Scooby-Doo</i>	<i>Scooby-Doo</i>	<i>SpongeBob SquarePants</i>
<i>Shrek</i>	<i>X-Men</i>	<i>Scooby-Doo</i>
<i>Madagascar Penguins</i>	<i>Wolverine</i>	<i>Madagascar Penguins</i>
<i>Fairly Odd Parents</i>	<i>Spiderman</i>	<i>Zack & Cody</i>
<i>Zack & Cody</i>	<i>Fairly Odd Parents</i>	<i>Puss 'n Boots</i>
<i>Harry Potter</i>	<i>Shrek</i>	<i>Princess Fiona</i>
<i>X-Men</i>	<i>Madagascar Penguins</i>	<i>Lizzie McGuire</i>
<i>Puss 'n Boots</i>	<i>Tom and Jerry</i>	<i>American Girl</i>

Source: E-Score Character Kids

For products that are targeted to both genders, keep in mind that males are typically not comfortable with marketing approaches featuring female characters as primary visuals. Females, however, are comfortable with marketing featuring males as primary visual (real life or animated).

Age Segments: 13 to 17 Year

Olds Ages 13 to 17 – Early and Late Adolescence

- Cognition: Formal operations, logical, can perform complex and abstract tasks. Can think beyond black and white.
- Perception: Reality and detail, higher ability to discriminate, reality based fantasy, quick pacing, sound and site bites
- Needs: self-esteem, still pronounced need for acceptance, increasing need to succeed, independence in late adolescence
- Self/Social: Increased independence from parents and peers, sexuality
- Humor: Slapstick , action, dark side; increased ability to understand subtleties (e.g., innuendo, puns, sarcasm, irony)

Source: Dan S. Acuff, Ph.D. *What Kids Buy & Why*



Age Segments: 13 to 17 Year Olds



Characters with Strong Appeal

Rank	Character	"Like a Lot"
1	<i>Jack Sparrow</i>	59%
2	<i>Donkey</i>	56%
3	<i>Cartman</i>	52%
4	<i>Dr. Gregory House</i>	51%
5	<i>Snoopy</i>	47%
6	<i>Rory Gilmore</i>	47%
7	<i>Shrek</i>	46%
8	<i>Adrian Monk</i>	46%
9	<i>Madagascar Penguins</i>	43%
10	<i>Gabrielle Solis</i>	43%

Teens begin to identify with real life characters

Source: E-Score Character

Age Segments: 13 to 17 Year Olds

Character Attributes

Character	Aggressive	Attractive	Cool	Exciting	Funny	Intelligent	Rude	Talented
<i>Jack Sparrow</i>	30%	38%	56%	66%	71%	35%	8%	53%
<i>Donkey</i>	8%	6%	49%	42%	92%	10%	4%	16%
<i>Cartman</i>	35%	1%	33%	21%	71%	8%	63%	6%
<i>Dr. Gregory House</i>	75%	16%	34%	33%	61%	67%	40%	61%
<i>Snoopy</i>	1%	9%	67%	34%	75%	30%	*	22%
<i>Rory Gilmore</i>	6%	69%	47%	33%	65%	61%	2%	45%
<i>Shrek</i>	26%	5%	42%	37%	75%	12%	19%	18%
<i>Adrian Monk</i>	4%	*	16%	22%	62%	60%	*	36%
<i>Madagascar Penguins</i>	30%	12%	55%	52%	87%	32%	3%	26%
<i>Gabrielle Solis</i>	30%	67%	48%	32%	49%	28%	7%	34%

Source: E-Score Character

Age Segments: 13 to 17 Year Olds

Characters with Strong Appeal by Gender



Teen Males

Rank	Character	"Like a Lot"
1	Cartman	65%
2	Jack Bauer	50%
3	Scarface	48%
4	Adrian Monk	47%
5	Snoopy	44%
6	R2D2	42%
7	Madagascar Penguins	41%
8	Jack Sparrow	39%
9	Shrek	39%
10	X-Men	36%

Teen Females

Rank	Character	"Like a Lot"
1	Donkey	73%
2	Jack Sparrow	72%
3	Dr. Derek "McDreamy" Shepherd	56%
4	Dr. Gregory House	56%
5	Gil Grissom	54%
6	Shrek	51%
7	Rory Gilmore	50%
8	Miley Stewart aka "Hannah Montana"	50%
9	Snoopy	48%
10	Adrian Monk	45%

Source: E-Score Character

Teens & Celebrities



Celebrity Influence

Celebrities have a strong influence over teens: 57% percent of the 13-18 age group say their purchases are influenced by celebrities, or endorsements by celebrities, compared with 21% of overall consumers.

It's a lucrative market: For the year ended May 2006, apparel sales rose 7.4 percent to \$12 billion among the 7-12 age group and 13.9 percent to \$25 billion for ages 13-17.

Source: 2006 NPD survey



Teen Celebrity Marketing is Growing

Starting this fall Mary-Kate and Ashley Olsen, will have some young celebrity company in store aisles.

Eighteen-year-old actress and singer Hilary Duff and 13-year-old Dylan and Cole Sprouse plan to mirror the success of the mary-kateandashley brand, with plans to target teens and preteens with a host of products from clothing & home décor to grooming products like hair gel, and deodorant sticks.

And there will likely be plenty of others hoping to use their celebrity status for merchandising products to preteens and teens – where celebrity power is more influential than among adults.

Age Segments: 13 to 17 Year Olds

Celebrities with Strong Appeal

Teen Males

Rank	Character	"Like A Lot"
1	<i>Dave Chapelle</i>	66%
2	<i>Adam Sandler</i>	58%
3	<i>Eddie Murphy</i>	56%
4	<i>Mike Meyers</i>	55%
5	<i>Carmen Electra</i>	55%
6	<i>Will Smith</i>	50%
7	<i>Jackie Chan</i>	49%
8	<i>Michael Jordan</i>	48%
9	<i>David Spade</i>	44%
10	<i>Angelina Jolie</i>	44%

Teen Females

Rank	Character	"Like A Lot"
1	<i>Adam Sandler</i>	63%
2	<i>Will Smith</i>	61%
3	<i>Nelly</i>	56%
4	<i>Johnny Depp</i>	55%
5	<i>Robin Williams</i>	54%
6	<i>Ben Stiller</i>	54%
7	<i>Queen Latifah</i>	54%
8	<i>Chad Michael Murray</i>	49%
9	<i>Beyonce Knowles</i>	49%
10	<i>Wilmer Vanderamma</i>	49%
11	<i>Ashton Kutcher</i>	49%

Source: E-Score

During teens' growth process, they often rely on celebrities and images in popular culture to act as connectors to social acceptance, but also to help them define their own identity...

Age Segment: 13 to 17 Year Olds

Celebrities who are Disliked



Teen

Rank	Character	"Dislike A Lot"
1	Michael Jackson	44%
2	Clay Aiken	35%
3	George W. Bush	27%
4	Justin Timberlake	27%
5	Ashlee Simpson	26%
6	Rosie O'Donnell	26%
7	Pee Wee Herman	23%
8	John Kerry	22%
9	Condoleezza Rice	20%
10	Dennis Rodman	19%
11	Carrot Top	19%
12	Larry the Cable Guy	18%
13	Martha Stewart	18%

Teen Females

Rank	Character	"Dislike A Lot"
1	Michael Jackson	50%
2	George W. Bush	37%
3	Monica Lewinsky	32%
4	Bill Clinton	25%
5	Hilary Duff	21%
6	Haylie Duff	20%
7	Britney Spears	20%
8	Prince	19%
9	Clay Aiken	18%
10	Paris Hilton	18%
11	Dennis Rodman	18%
12	Justin Timberlake	18%
13	Pee Wee Herman	17%

Source: E-Score



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