

## **SUPER:**

Why Advertising with a celebrities leads to greater results...

...compared to not using them.

Brands like Nike, Emirates, Mercedes, Omega, Nespresso, UBS Bank, Credit Suisse have used celebrities for many years in their advertising.

Why?

What is the secret? And why does it matter to us?

It's not new to use celebrities but the logic is pretty simple

People idolize celebrities so when famous people are seen in ads promoting a new product audiences are promoted to take notice and buy that product.

Numbers don't lie.

The positive effects on product sales cannot be underestimated, especially when reaching consumers is harder than ever.

Especially for a totally new brand name.

According to SMW just one endorsement can mean an increase in sales by 5%.

When Jim Beam used Willem Defoe they achieved double house hold penetration and raised prices.

When Nike signed Michael Jordan they took 75% of the basketball shoe market, and 10.8% of the overall shoe and apparel market.

When Roger Federer was in an ad for Credit Suisse he brought 90% awareness to the brand and off the charts aspiration.

When Emirates paid Jennifer Aniston \$5MM to appear in its ads, they expected great brand results but couldn't foresee all the free PR and media they also received. Not to mention the 40 Million in Youtube views.

When a celebrity signs a brand deal the legitimacy is sudden and present.

According to Ad Age, stock prices rise on average .25 as soon as the news is made public.

Internally, according to Forbes, more than 65% of employees have a positive feeling towards the brand.

On average consumers see 3000 messages a day, the Harvard Business Review confirms that using a celebrity cuts through this by 2/3s.

While other UAE banks compete with each other, we want to build an iconic brand. And icons hang with icons.

Therefore, our recommendation is to launch our new name and brand using the iconic actor Liam Neeson, a globally recognized Irish actor who's made it big in Hollywood and globally. He's the epitome of strength and our idea Grow Stronger.

When you add it all up, the impact is greater and the cost is less when you factor in the earned media with lower paid media. Plus the lasting impression frames the brand and creates a lasting halo for years to come.

Just look at the impact of Aniston on Emirates. That ad ran three years ago and people are still talking about it.

Thank you for your time.