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News Release

ACTOR *GE YOU* & *CHINA MOBILE* THE MOST MEMORABLE CELEBRITY ENDORSEMENT FOR CHINESE CONSUMERS AMONG OLYMPIC SPONSORS, BUT *LIUXIANG* THE MOST EXPOSED

June 16, 2008, Beijing: You can't turn on the TV in China these days without running into one of China's most famous sports stars such as basketball player Yao Ming or hurdler Liu Xiang. Associating with an athlete is a shortcut to association with the Olympics, and while actor *Jackie Chan* pops up frequently during ad breaks, in an Olympic year one would usually expect to find sports stars topping consumers' recall of Celebrity Olympic endorsement lists.

And for this year's Beijing Olympics, sponsors' and competitors' use of well-known Chinese athletes in their advertising appears to be paying off according to latest Nielsen consumer research. According to a recent Nielsen China Internet survey, the top eight places for most recalled Olympic celebrities were dominated by *Coca-Cola* and athletes, with *Liu Xiang* mentioned for *Coca-Cola* (by 62%), *Yili* (29%) and *Nike* (28%); *Yao Ming* mentioned for both *China Unicom* and *Coca-Cola* (48% each); and *Guo Jing Jing* mentioned for *Coca-Cola* (36%). (See Appendix 1)

However, the real winner in the Celebrity endorsement stakes appears to be *China Mobile*, and its use of actor *Ge You* as a celebrity endorser, with 80 percent of consumers recalling his appearance in *China Mobile* advertising, ahead of all Chinese athletes mentioned, and streets ahead of fellow actor *Jackie Chan*, who's association with Olympic sponsor *VISA*, ranked seventh.

"*China Mobile* and *Ge You's* partnership appears to be paying dividends when it comes to Olympic brand awareness in Chinese consumers' minds. Well designed TV advertising featuring *Ge You's* unique sense of humor and a heavy investment in print advertising has meant that eight in ten consumers recalled *Ge You / China Mobile*, which goes to show that choice of celebrity, creativity and the impact of a cross-media ad campaign can often speak volumes" observed Richard Basil-Jones, managing director, Nielsen Media Research Asia Pacific, The Nielsen Company.

“When considering overall advertising dollars invested in celebrity endorsements in China so far this year, however, Olympic sponsors and their competitors don’t necessarily top the list. An example is Bawang, which spent an impressive 851m RMB on international actor Jackie Chan’s plug for hair care products, with no association with the Olympics at all, possibly hoping to ride on the back of Jackie Chan’s relationship with other Olympic sponsors,” commented Basil-Jones.

VISA ranked number one Olympic sponsor / competitor advertiser, with an investment of 198m RMB and Jackie Chan this time making an appearance alongside basketballer Yao Ming. Jackie Chan makes another appearance in second most advertised Olympic sponsor slot, this time for *Coca-Cola Company’s* Original Leaf (Yuanye) and 177m RMB in advertising. (See Appendix 3)

“It is interesting to note that in spite of Bawang spending a total of 851m RMB on advertising with Jackie Chan, plus the additional combined 365m RMB spent by VISA and Original Leaf (Yuanye) on Olympic-related advertising with Jackie Chan, Chan only ranked seventh in Nielsen’s Celebrity Endorsement recognition rank. Consumers clearly weren’t confused about associating Bawang hair products with Chan and the Olympics, but they also didn’t make a strong connection for VISA and Original Leaf (Yuanye) either,” noted Basil-Jones.

On the other hand, according to the Nielsen survey, a significant number of consumers wrongly associated Jackie Chan with Coca-Cola, and almost two in ten consumers incorrectly associated Yao Ming with Nike, Adidas and Pepsi.

Liu Xiang was incorrectly associated with Pepsi and MengNiu by 15 percent and 13 percent of consumers respectively, not surprisingly, given his association with a wide range of foreign and local brands.

“In addition to the various human celebrities, a significant number of Olympic sponsors have also used the Games official mascot, Fuwa, in their advertising. Computer maker Lenovo has used Fuwa to the greatest extent, with just over RMB40m spent on advertising featuring Fuwa, ahead of RMB35m for CNC and RMB20m for Yili. While these amounts are small compared to those spent on advertising with other celebrities, the use of Fuwa makes a statement about the sponsors’ support for the Games’ values, and reinforces the brands’ association with the Games. As Fuwa is carefully protected copyright, this is one thing that sponsors can do without danger of being copied by competitors or ambush brands,” said Mr. Basil-Jones.

Signing up a celebrity without proper thought to campaign tactics and creatives is no guarantee to achieving consumer recognition for their brands. As the China Mobile case shows, a carefully conducted campaign can reap dividends, and achieve higher levels of cut-through than is otherwise achievable. Choosing a celebrity to endorse your brand is only half the battle, deciding how to then leverage the endorsement with a stand-out campaign is equally, if not even more, important



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The Nielsen Company gauged consumer recall of celebrity appearances in Olympic sponsor and competitor advertising in an online survey, conducted between the 19th and 25th of May 2008. Total sample size is 12,549 and is a representative sample of the Chinese population.

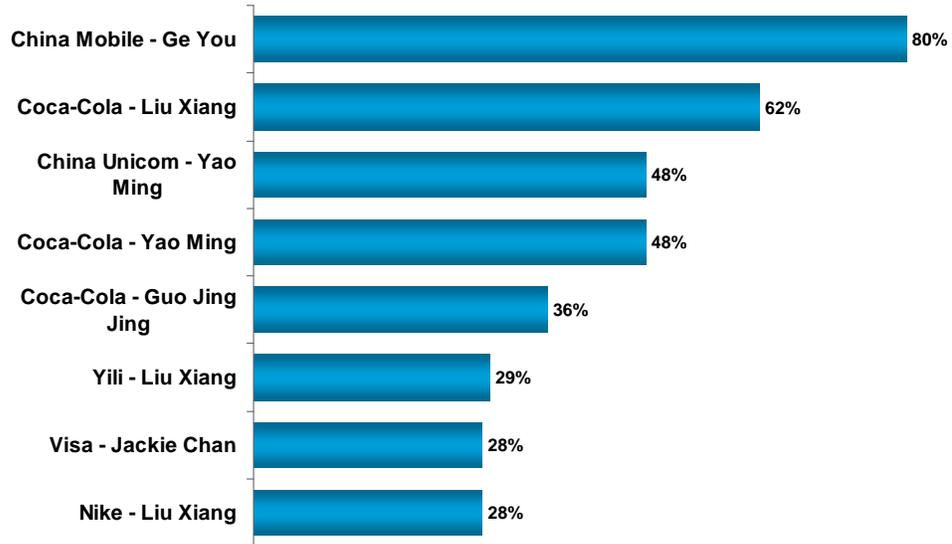
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Appendix 1

Celebrity Endorsement recognition rank
Olympic Sponsors and Competitors



Appendix 2

OLYMPIC SPONSOR AND COMPETITOR BRANDS

Celebrity endorsement TV Ad Spend ranking

January – May 2008: RMB 000'

