

CELEBRITY

ENDORSEMENT REPORT

PERIOD : FIRST Quarter 2023
Jan-Mar'23



SOURCE : ADEX INDIA

A DIVISION OF TAM MEDIA RESEARCH

Synopsis of the Report

Celebrity endorsements have been prevailing in India for a very long time, there is an increasing challenge for brands to capture people's time and focus. According to the report, marketers believe that brand ambassadors provide a higher degree of consumer recall. This is based on a pretty simple logic as India is a country where people are star-struck by Movie Stars, Sports Personality, TV Actor & Actress.

People idolize them and so, when they are seen in an advertisement promoting a product, it helps in

Building better brand Image, Spreading Awareness, connecting consumers emotionally, creating unique identity and in turn increase product usage.

The report encompasses all the aspects of Celebrity Endorsement on TV during Y 2021. The study provides a comprehensive information about trends of Celebrity endorsement done on TV over last 3 years.

The key aspects of these report are Most Visible Celebrity through Endorsement, Quantum of Sector, Categories and Brands endorsed, ratio of Ads with/without Celebrity endorsement, Monthly and Yearly Celebrity Endorsement trend, advertising theme appeal differs by Age and Gender, etc.

Analysis Key covers ...



1

Celebrity Ads' Scenario
on Television:

Jan-Mar'21 to Jan-Mar'23



2

Sector with max. Celebrity
Ads on Television:

Jan-Mar'23



3

Most Visible Celebrity on
Category & Brands:

Jan-Mar'22 – Jan-Mar'23



4

Endorsement by Couple
Celebrities:

Jan-Mar'23

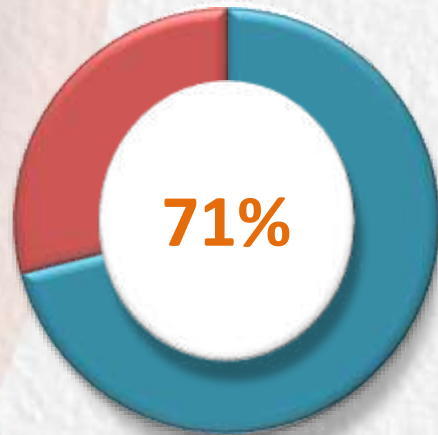


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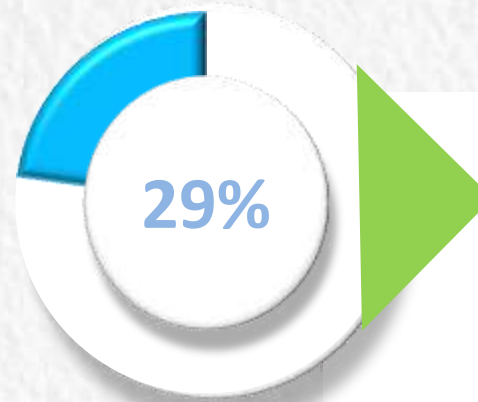
1. Share of Celebrity vs. Non-Celebrity Ads
2. Index Growth of Celebrity Ads for last 3 Yrs
3. Monthly ad volume trends of celebrity endorsed ads: Jan-Mar'23
4. Celebrities Endorsed ads by Sector
5. Gender dominance split in Top 2 Sectors
6. Top 10 Category of ads endorsed by Celebrity
7. Top 10 Categories based on no. of celebrities endorsing brands under it
8. Top 10 Most visible endorsers in Jan-Mar'23
9. Top 10 Celebrity endorsing quantum of brands in Jan-Mar'22 vs. Jan-Mar'23
10. Top 10 Celebrity Couples endorsing in Jan-Mar'23



1. Celebrity vs. Non Celebrity Ads



Non Celebrities

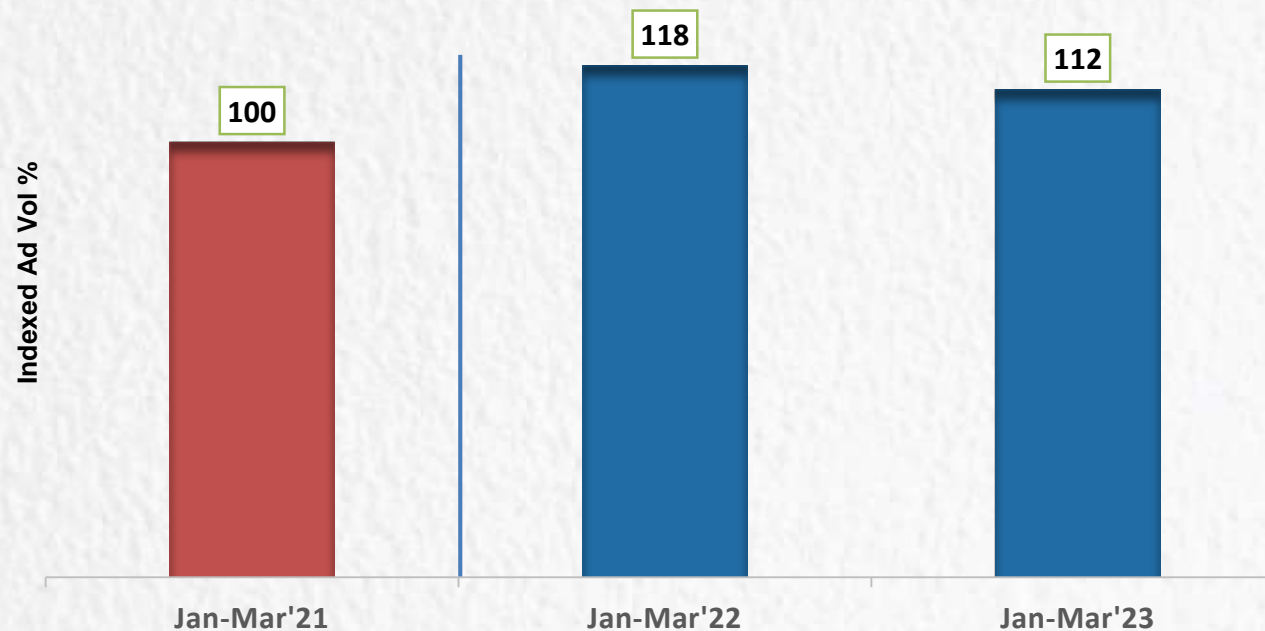


Celebrities

| Profession | |
|---------------|-------|
| Film Actor | • 44% |
| Film Actress | • 41% |
| Sports Person | • 9% |
| TV Actor | • 3% |
| TV Actress | • 3% |
| | |
| | |
| | |

- In Jan-Mar'23, **29%** share of the ads' telecast on TV were endorsed by celebrities
- Film stars contributed **more than 80%** of advertising during Jan-Mar'23, followed by Athletes and Television Stars, who contributed **9%** and **6%**, respectively.

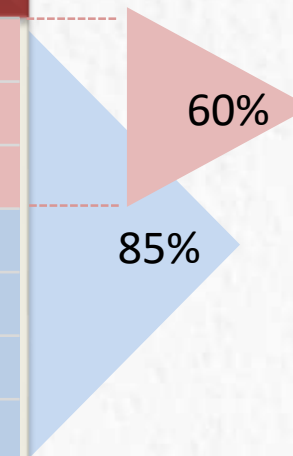
2. Index Growth of Celebrity endorsed Ads for last 3 Yrs



- In comparison to first quarter of 2021, the duration of ads endorsed by celebrity in both **Jan-Mar'22 & 23** witnessed growth of **18%** and **12%** respectively

4. Celebrities Endorsed ads by Sector

| Rank | Top 10 Sector | % Share |
|------|--|---------|
| 1 | Food & Beverages | 32% |
| 2 | Personal Care/Personal Hygiene | 17% |
| 3 | Household Products | 11% |
| 4 | Services | 8% |
| 5 | Hair Care | 7% |
| 6 | Building, Industrial & Land Materials/Equipments | 5% |
| 7 | Laundry | 5% |
| 8 | Personal Healthcare | 4% |
| 9 | Banking/Finance/Investment | 2% |
| 10 | Textiles/Clothing | 2% |



- **More than 55%** of the duration of ads endorsed by celebrities fall under Top 3 sectors and **more than 3/4th** fall under top 7 sectors.
- **Textiles/Clothing** sector entered in top 10 list whereas **4** out of Top 10 sectors has same rank position for Jan-Mar'23 over Jan-Mar'22.

5. Gender dominance split in Top 2 Sectors

1

Food & Beverages

Male Celebrity
67%

Female Celebrity
33%

2

Personal Care/Personal Hygiene

Male Celebrity
27%

Female Celebrity
73%

Top 10 Sector Gender Ratio

- Avg. ad endorsing ratio of Male and Female celebrities for Top 10 sector was 55:45



55%



45%

- During Jan-Mar'23, the Top 2 sectors, namely '**F&B**' and '**Personal Care/Personal Hygiene**' were dominated by commercials backed by Male celebrities and Female celebrities respectively.

6. Top 10 Category of ads endorsed by Celebrity

Top 10 Categories added **44%** Share

| Top 10 Categories | % Share |
|---------------------------|---------|
| 1. Toilet/Floor Cleaners | 10% |
| 2. Toilet Soaps | 6% |
| 3. Aerated Soft Drink | 6% |
| 4. Pan Masala | 4% |
| 5. Hair Dyes | 4% |
| 6. Non Aerated Soft Drink | 3% |
| 7. Energy Drink | 3% |
| 8. Pre Post Wash Products | 3% |
| 9. Ecom-Gaming | 2% |
| 10. Hair Removers | 2% |

- 4 out of Top 10 categories were from **'Food & Beverages'** sector.
- Top 10 categories accounted **44%** share of celebrity ad volumes whereas **'Toilet/Floor Cleaners'** was the top category with **10%** share of celebrity ad volumes in Jan-Mar'23.

7. Top 10 Categories based on no. of celebrities endorsing brands under it

| Top 10 Categories | No of Celebrities |
|-----------------------------------|-------------------|
| 1. Ecom-Gaming | 28 |
| 2. Spices | 22 |
| 3. Building Materials/Systems | 21 |
| 4. Edible Oil | 16 |
| 5. Toilet Soaps | 13 |
| 6. Ecom-Media/Enter./Social Media | 13 |
| 7. Vitamins/Tonics/Health Suppl | 12 |
| 8. Ecom-Online Shopping | 12 |
| 9. Hair Dyes | 11 |
| 10. Chocolates | 11 |

- **'Ecom-Gaming'** was the top category for which maximum celebrity from different profession endorsed brands under it followed by **'Spices'** category.

8. Top 10 Most visible endorsers of Jan-Mar'23

| Rank | Top Celebrity | % Share | Ad Duration (Hr/Day) |
|--------|------------------|---------|----------------------|
| 1 | Akshay Kumar | 9% | 35 |
| 2 | Amitabh Bachchan | 6% | 25 |
| 3 | Vidya Balan | 5% | 20 |
| 4 | Shahrukh Khan | 4% | 15 |
| 5 | Bhumi Pednekar | 4% | 15 |
| 6 | Alia Bhatt | 3% | 11 |
| 7 | Ajay Devgan | 3% | 11 |
| 8 | Anushka Sharma | 2% | 9.4 |
| 9 | Ranveer Singh | 2% | 9.3 |
| 10 | Taapsee Pannu | 2% | 8.6 |
| Others | | 59% | |

- **'Akshay Kumar'** was the most visible star, with an average visibility of **35** hours per day across all channels, followed by **'Amitabh Bachchan'** with 25 hours per day through TV endorsements.
- There were equal no. of male and female celebrities in Top 10 list.

9. Top 10 Celebrity endorsing quantum of brands in Jan-Mar'22 vs. Jan-Mar'23

| Rank | Celebrity | Count of Brands | |
|------|------------------|-----------------|------------|
| | | Jan-Mar'22 | Jan-Mar'23 |
| 1 | Amitabh Bachchan | 28 | 37 |
| 2 | Akshay Kumar | 33 | 27 |
| 3 | Kareena Kapoor | 20 | 26 |
| 4 | M S Dhoni | 37 | 24 |
| 5 | Virat Kohli | 18 | 22 |
| 6 | Ajay Devgan | 10 | 21 |
| 7 | Sourav Ganguly | 19 | 21 |
| 8 | Alia Bhatt | 20 | 18 |
| 9 | Shahrukh Khan | 10 | 17 |
| 10 | Kiara Advani | 5 | 17 |

Ranking of Top 10 **Celebrities** based on ad volume

- In Jan-Mar'23, **7** of the top **10** celebrities, including '**Amitabh Bachchan**', '**Kareena Kapoor**', '**Virat Kohli**', '**Ajay Devgan**', '**Sourav Ganguly**', '**Shahrukh Khan**', and '**Kiara Advani**' endorsed more brands than in Jan-Mar'22.
- **3** out of Top 10 celebrities were from Sports profession.

10. Top 10 Celebrity Couples endorsing in Jan-Mar'23

| Rank | Couple Celebrity in Brands | % Share | Count of Brands |
|------|---------------------------------|---------|-----------------|
| 1 | Akshay Kumar/Twinkal Khanna | 23% | 27 |
| 2 | Amitabh Bachchan/Jaya Bachchan | 16% | 37 |
| 3 | Ranbir Kapoor/Alia Bhatt | 13% | 24 |
| 4 | Anushka Sharma/Virat Kohli | 11% | 26 |
| 5 | Ajay Devgan/Kajol | 10% | 29 |
| 6 | Kareena Kapoor/Saif Ali Khan | 7% | 32 |
| 7 | Deepika Padukone/Ranveer Singh | 6% | 20 |
| 8 | Vicky Kaushal/Katrina Kaif | 4% | 11 |
| 9 | Kiara Advani/Sidharth Malhotra | 4% | 16 |
| 10 | Ritesh Deshmukh/Genelia D'souza | 4% | 2 |

Note: Couple celebrity endorsing ads include ads done by the couple together as well as individually.

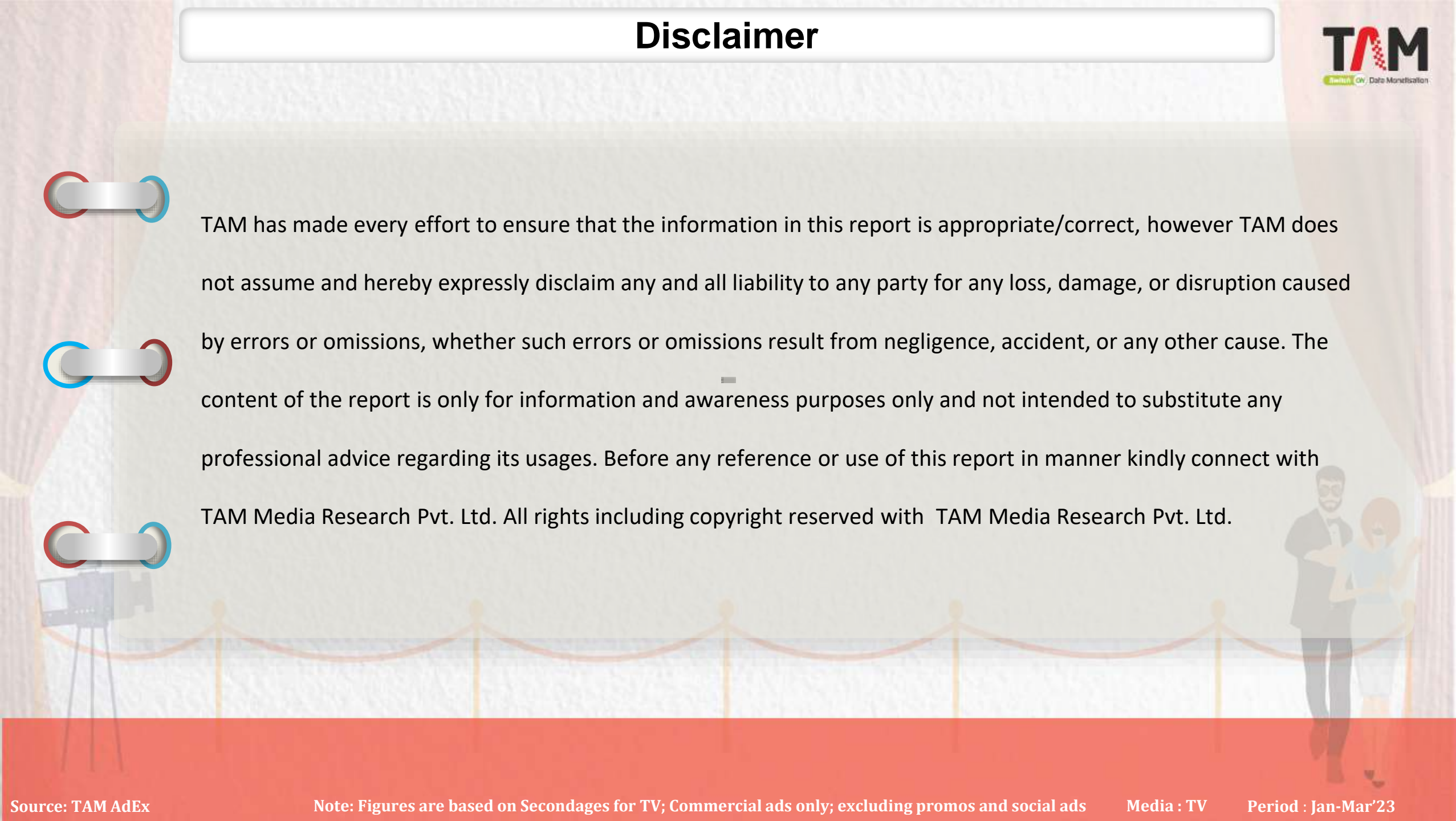
- More than **60%** ads were endorsed by top three celebrity couples – '**Akshay Kumar/Twinkal Khanna**', '**Amitabh Bachchan/Jaya Bachchan**' and '**Ranbir Kapoor/Alia Bhatt**' and top 2 couples had endorsed similar **27** and **37** brands respectively during Jan-Mar'23.

In the nutshell

1. Among celebrity endorsed ads, **Film stars** had the bigger share of ad volume i.e. **85%**.
2. Celebrity endorsed ads grew in Jan-Mar'23 with more than **12%** compared to Jan-Mar'21.
3. **'Food & Beverages'** sector was on top with **32%** share of celebrity ad volumes during Jan-Mar'23.
4. More than **55%** of the ads endorsed by celebrities fall under Top 3 sectors and **80%** of the ads fall under Top 7 Sectors. – **'F&B', 'Personal Care/Personal Hygiene'** and **'Household Products'**.
5. The top 2 sectors viz. **'F&B'** and **'Personal Care/Personal Hygiene'** were dominated with ads endorsed by Male Celebrities and Female Celebrities during Jan-Mar'23 respectively.

6. Top 10 categories contribute **44%** share of overall ads carrying celebrity to endorse it.
7. **4** out of Top 10 categories were from **'Food & Beverages'** sector which was endorsed by the celebrities.
8. **Ecom-Gaming** was the top category for which maximum celebrity from different profession endorsed brands under it.
9. With an avg. visibility of **35 hrs/day**, **Akshay Kumar** topped the list of the most visible celebrity through endorsements done on TV.
10. More than **35%** ads were endorsed by two celebrity couples - **Akshay Kumar/Twinkal Khanna & Amitabh Bachchan/Jaya Bachchan**.

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Annexure 1: Inclusion and Exclusion for Analysis of Celebrity Endorsement

Base:

- Celebrities (Actor/Actress) from Hindi – Movies & TV Industry and Sports personalities are considered.
- South Stars (Movies & TV Industry) are not considered.
- Among Sports Personalities from Sri Lanka are not considered.
- Ads during Commercial breaks only



Website Link: www.tamindia.com



For any queries write to:

taminsights@tamindia.com