

# CELEBRITY

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## ENDORSEMENT REPORT

**PERIOD : Half Year 2024**  
**Jan-Jun'24**



**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 Jan-Jun'24. 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.



# Key Analysis



1

Celebrity Ads' Scenario  
on Television:

Jan-Jun'22 to Jan-Jun'24



2

Sector with max. Celebrity  
Ads on Television:

Jan-Jun'24



3

Most Visible Celebrity on  
Category & Brands:

Jan-Jun'23 & Jan-Jun'24



4

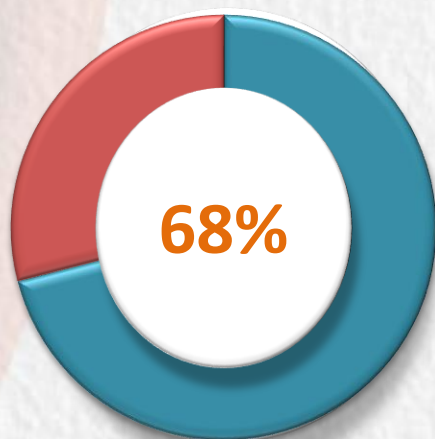
Endorsement by Couple  
Celebrities:

Jan-Jun'24

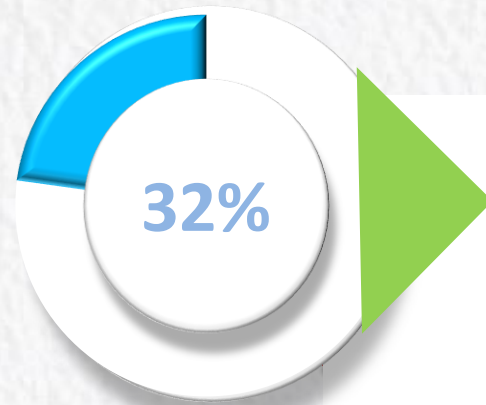
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10. Top 10 Celebrity Couples endorsing in Jan-Jun'24

# 1. Celebrity vs. Non Celebrity Ads



**Non Celebrities**

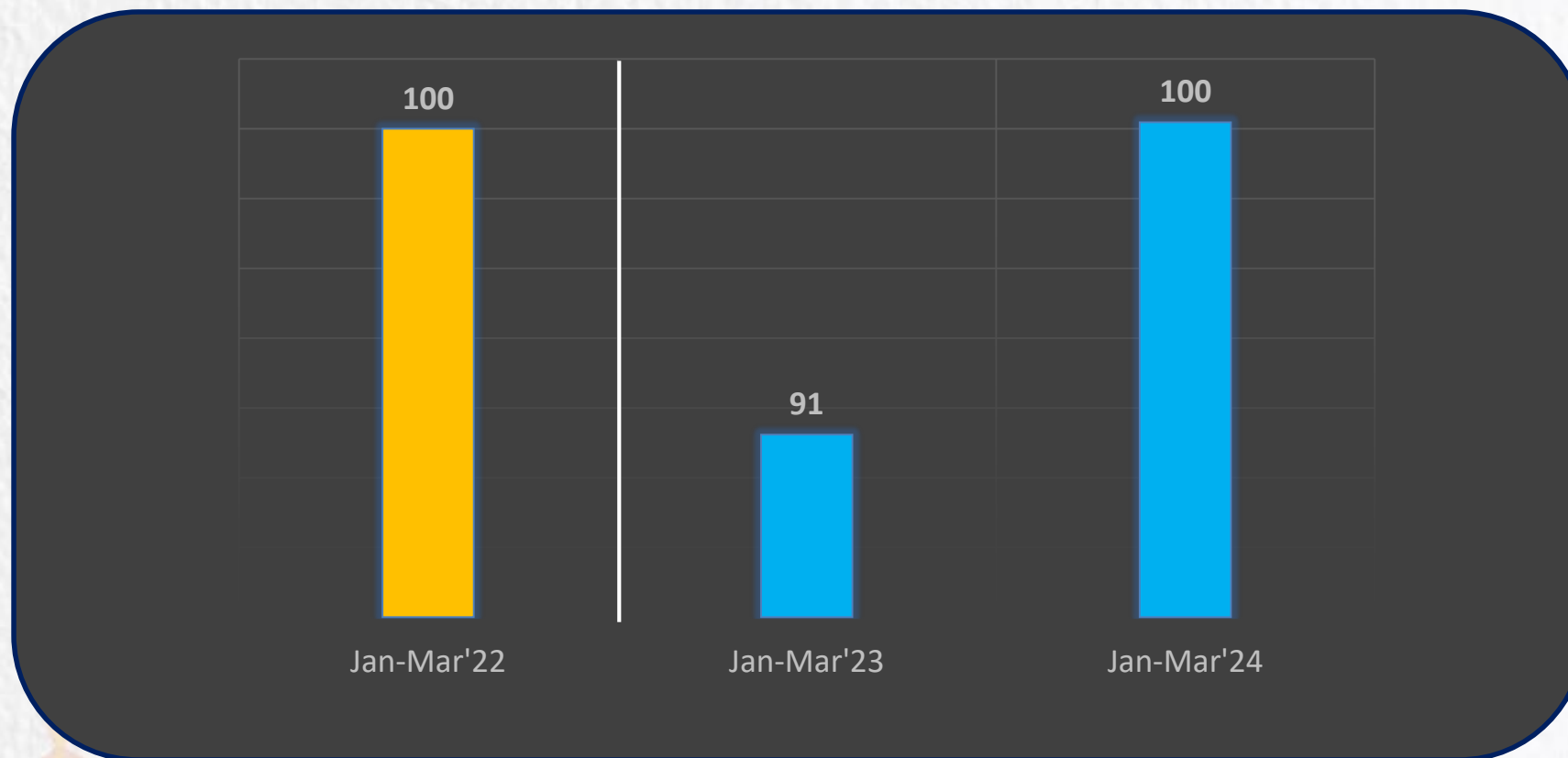


**Celebrities**

Profession	
Film Actor	• 42%
Film Actress	• 33%
Sports Person	• 14%
TV Actress	• 7%
TV Actor	• 4%

- In Jan-Jun'24, **32%** share of the ads' telecast on TV were endorsed by celebrities
- Film stars contributed **more than 75%** of advertising during Jan-Jun'24, followed by Athletes and Television Stars, who contributed **14%** and **11%**, respectively.

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



- Compare to Jan-Jun'22, celebrity endorsed ads decreased in Jan-Jun'23 whereas during Jan-Jun'24 it was almost same ad volumes seen.

## 4. Celebrities Endorsed ads by Sector

Rank	Top 10 Sector	% Share
1	Food & Beverages	28%
2	Personal Care/Personal Hygiene	15%
3	Household Products	11%
4	Building, Industrial & Land Materials/Equipments	8%
5	Services	8%
6	Hair Care	6%
7	Laundry	5%
8	Personal Healthcare	5%
9	Banking/Finance/Investment	4%
10	Auto	3%

54%

81%

- **More than 50%** of the ads endorsed by celebrities fall under Top 3 sectors and **more than 3/4th** of the ads fall under Top 7 sectors.
- **Food & Beverages, Personal Care/Personal Hygiene** and **Household Products** were top 3 sectors during Jan-Jun'23-24.

## 5. Gender dominance split in Top 2 Sectors

1

### Food & Beverages

**Male Celebrity**  
60%

**Female Celebrity**  
40%

2

### Personal Care/Personal Hygiene

**Male Celebrity**  
35%

**Female Celebrity**  
65%

### Top 10 Sector Gender Ratio

- Avg. ad endorsing ratio of Male and Female celebrities for Top 10 sector was 60:40



60%



40%

- During Jan-Jun'24, 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 **38%** Share

Top 10 Categories	% Share
1. Toilet/Floor Cleaners	8%
2. Toilet Soaps	5%
3. Aerated Soft Drink	5%
4. Building Materials/Systems	3%
5. Pan Masala	3%
6. Hair Dyes	3%
7. Washing Powders/Liquids	3%
8. Wafer/Chips	3%
9. Biscuits	2%
10. Milk Beverages	2%

- 5 out of Top 10 categories were from **'Food & Beverages'** sector.
- Top 10 categories accounted **38%** share of celebrity ad volumes whereas **'Toilet/Floor Cleaners'** was the top category with **8%** share of celebrity ad volumes in Jan-Jun'24.

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

Top 10 Categories	No of Celebrities
1. Ecom-Gaming	45
2. Spices	24
3. Building Materials/Systems	24
4. Hosiery	23
5. Biscuits	19
6. Retail Outlets-Jewellers	18
7. Ecom-Online Shopping	18
8. Aerated Soft Drink	16
9. Paints	16
10. Edible Oil	16

- **'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-Jun'24

Rank	Top Celebrity	% Share	Ad Duration (Hr/Day)
1	Akshay Kumar	5%	22
2	Shahrukh Khan	5%	20
3	Amitabh Bachchan	4%	16
4	M S Dhoni	3%	14
5	Ranbir Kapoor	3%	12.4
6	Alia Bhatt	3%	12
7	Sara Ali Khan	3%	10.9
8	Kiara Advani	3%	10.5
9	Rupali Ganguly	2%	9.3
10	Ranveer Singh	2%	9.1
	<b>Others</b>	<b>67%</b>	

- **'Akshay Kumar'** was the most visible star, with an average visibility of **22** hours per day across all channels, followed by **'Shahrukh Khan'** with **20** hours per day through TV sponsorships.
- There were 6 male and 4 female celebrities in Top 10 list.

## 9. Top 10 Celebrity endorsing quantum of brands in Jan-Jun'23 vs. Jan-Jun'24

Rank	Celebrity	Count of Brands	
		Jan-Jun'23	Jan-Jun'24
1	M S Dhoni	32	42
2	Amitabh Bachchan	40	41
3	Shahrukh Khan	21	34
4	Kareena Kapoor	28	31
5	Akshay Kumar	29	28
6	Kiara Advani	21	27
7	Madhuri Dixit	15	25
8	Sourav Ganguly	27	24
9	Ranveer Singh	27	21
10	Virat Kohli	29	21

Ranking of Top 10 Celebrities based on ad volume

- In Jan-Jun'24, **6** of the top **10** celebrities, including '**M S Dhoni**', '**Amitabh Bachchan**', '**Shahrukh Khan**', '**Kareena Kapoor**', '**Kiara Advani**' and '**Madhuri Dixit**' sponsored more firms than in Jan-Jun'23.
- **3** out of Top 10 celebrities were from Sports profession.

## 10. Top 10 Celebrity Couples endorsing in Jan-Jun'24

Rank	Couple Celebrity in Brands	% Share	Count of Brands
1	Ranbir Kapoor/Alia Bhatt	18%	31
2	Akshay Kumar/Twinkle Khanna	16%	29
3	Amitabh Bachchan/Jaya Bachchan	12%	41
4	Anushka Sharma/Virat Kohli	12%	24
5	Deepika Padukone/Ranveer Singh	8%	27
6	Sidharth Malhotra/Kiara Advani	8%	28
7	Kareena Kapoor/Saif Ali Khan	6%	41
8	Ajay Devgan/Kajol	6%	21
9	Vicky Kaushal/Katrina Kaif	5%	14
10	Ali Fazal/Richa Chadda	4%	2

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

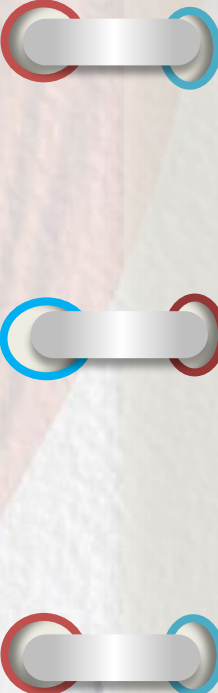
- More than **40%** ads were endorsed by top three celebrity couples – ‘**Ranbir Kapoor/Alia Bhatt**’, ‘**Akshay Kumar/Twinkle Khanna**’ and ‘**Amitabh Bachchan/Jaya Bachchan**’ and top 2 couples had endorsed **31** and **29** brands respectively during Jan-Jun'24.

# In the nutshell


1. Among celebrity endorsed ads, **Film stars** had the bigger share of ad volume i.e. **75%**.
2. Celebrity endorsed ads growth in Jan-Jun'24 with more than **10%** compared to Jan-Jun'23.
3. **'Food & Beverages'** sector was on top with **28%** share of celebrity ad volumes during Jan-Jun'24.
4. More than **50%** 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-Jun'24 respectively.

6. Top 10 categories contribute **38%** share of overall ads carrying celebrity to endorse it.
7. **5** 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 **22 hrs/day**, **Akshay Kumar** topped the list of the most visible celebrity through endorsements done on TV.
10. More than **34%** ads were endorsed by two celebrity couples - **Ranbir Kapoor/Alia Bhatt & Akshay Kumar/Twinkle Khanna**.

# Disclaimer



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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





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