CELEBRITY INTELLIGENCE ADVISORY PRODUCTS

celebrity intelligence | CENTAUR MEDIA

MUSIC MANAGERS ADVISORY OFFERING

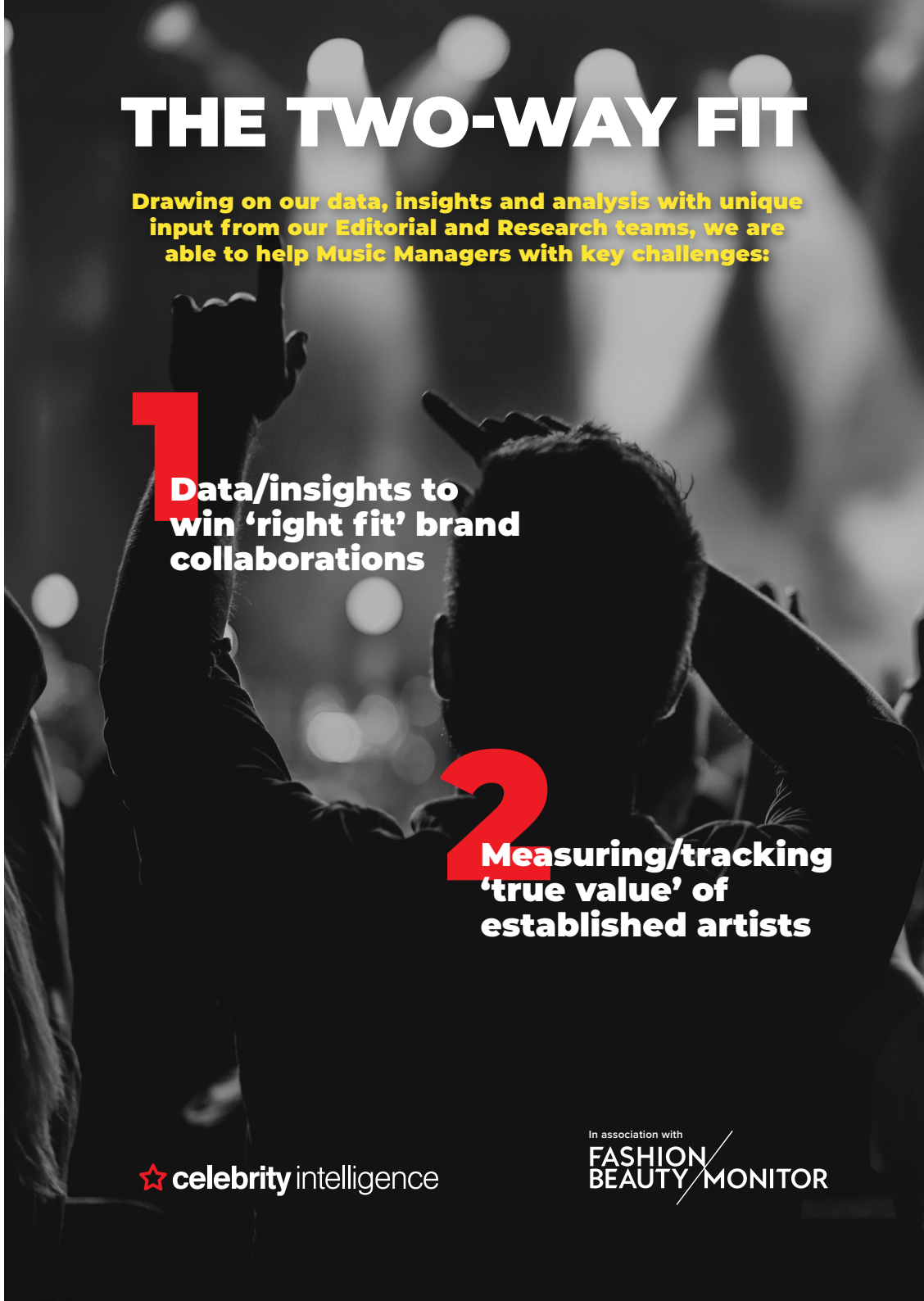
Drawing on our latest research, **'The Age of Social Influence'** digital media and social influencers have dramatically impacted the way brands engage and work with talent. This presents Music Managers (and the talent they represent) with the following opportunities and challenges:

Opportunities:

- Talent-led marketing continues to deliver strong ROI
- Music Artists are most popular (traditional talent) choice for brand collaborations
- Brands looking to Talent Managers to provide more meaningful data & insights – 84% of marketers agree that identifying talent that is a good 'brand fit' is a hard, time-consuming task

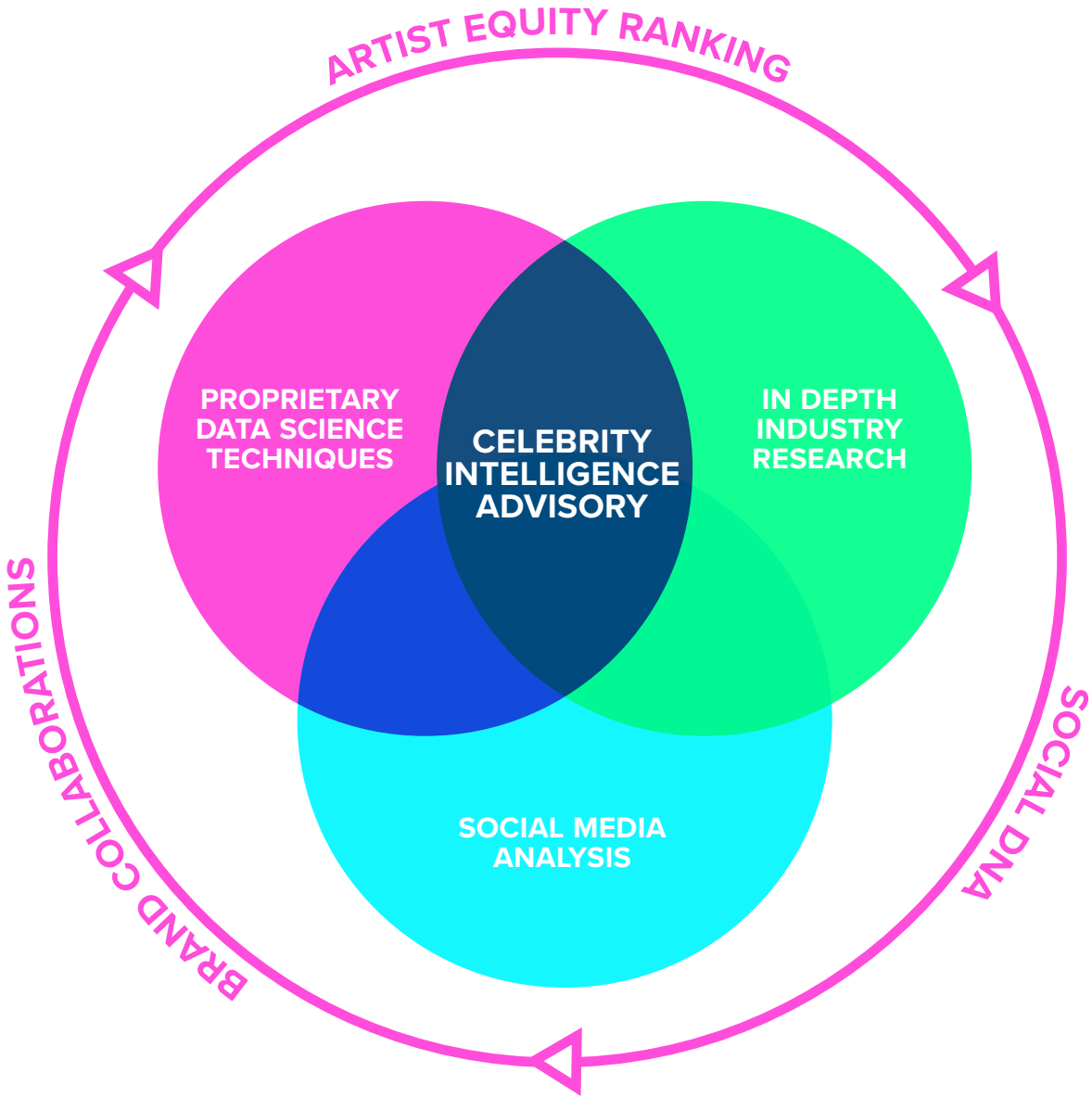
Challenges:

- Digital Influencers are the most popular (overall) choice for brand endorsements
- Social Media is putting pressure on established music artists
- Relevancy of social media following is of upmost importance to brands
- Brands looking to emerging talent for brand endorsement deals ahead of established musicians
- Music Managers must have access to deep data & insight to win partnership deals and demonstrate 'true value'



HOW WE ARE DIFFERENT

With over 25 years' experience, Celebrity Intelligence is able draw upon expert industry research & social media analysis combined with our own proprietary data science techniques to deliver an unrivalled advisory service specific to the music industry.



CASE STUDY

Right Fit

BRAND COLLABORATIONS

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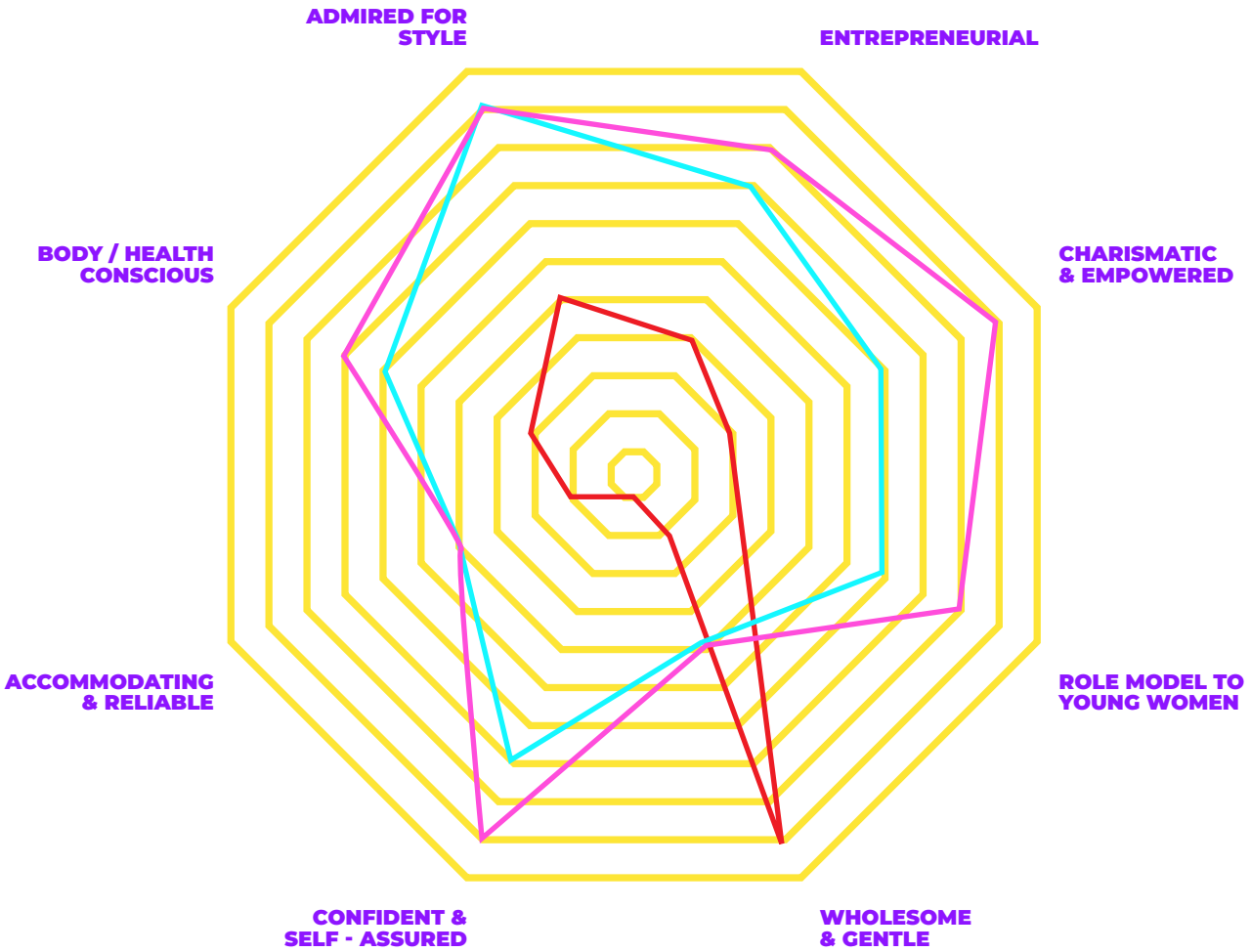
Objective:

Matching an established Music Artist with a High Street Fashion Brand looking for a new spokesperson to connect with a younger female audience

Solution:

Conducted a deep level analysis reviewing brand & artist's geographical awareness, appeal, perceived values and social audience demographics

Mapped data in order to build up a holistic picture of what the brand stood to gain from collaborating with the artist



Results:

ARTIST A's values & interests clearly aligns strongly with the High Street Fashion Brand.

The collaboration was successful with the Artist allowing the brand to resonate even more strongly with their desired audience.

ARTIST B's reach is far smaller across desired values. Unsurprisingly the brand chose not to pursue this opportunity.

Kendrick Lamar & Nike

OUR ANALYSIS & INSIGHTS IN ACTION

In December, American Rapper **KENDRICK LAMAR** announced an unreleased pair of **NIKE CORTEZ** trainers on Instagram. With an Instagram audience nearly 10 times the size of Kendrick's what does Nike stand to gain from this collaboration?

A deep dive comparison into the Instagram following of **@NIKE** & **@KENDRICKLAMAR** shows the potential new audiences Nike can reach partnering with the rapper.

Kendrick Lamar

- **8.4M**
- **LOS ANGELES**
- **YOUNG MALES**
- **AVERAGE INCOME**

@KENDRICKLAMAR'S followers are **YOUNG MALES** with **AVERAGE INCOMES**. The account has a notable audience concentration in **LOS ANGELES**.They are employed as **WRITERS, DJS** and **ARTISTS** with a particularly high concentration working in **MEDIA PRODUCTION**.

In their spare time they enjoy **MUSIC**, **GAMING**, **COMEDY** & **NIGHTLIFE**. **SPORTS** that stand out are **BOXING**, **BASKETBALL** and **EXTREME SPORTS**. As consumers they spend most on **HEALTH/FITNESS**, **FASHION** and **ENTERTAINMENT**.

Nike

- **79.6M**
- **LONDON**
- **YOUNG MALES**
- **BELOW AVERAGE INCOME**

@NIKE'S FOLLOWERS are **YOUNG MALES** with a **BELOW AVERAGE INCOME**. The account has a notable audience concentration in **LONDON**. They are employed as **PROGRAMMERS**, **ENGINEERS** & **CONSULTANTS** with a particularly high concentration of **PERSONAL TRAINERS**.

In their spare time they enjoy **GAMING**, **CARS**, and **POLITICAL NEWS**. Sports that stand out are **GOLF**, **BASKETBALL** and **SOCCER**.

Kendrick Lamar & Nike
OUR ANALYSIS

Kendrick Lamar

OVERVIEW

25% ENGAGEMENT
8.4M REACH

GENDER

Male (59.5%)
Female (40.5%)

AGE

- **0-17** (7.7%)
- **18-20** (31.3%)
- **21-24** (34.1%)
- **25-29** (19.2%)
- **30-34** (5.2%)
- **35-44** (2.1%)
- **45-54** (0.3%)
- **55-64** (0.1%)
- **65+** (0.1%)

LIKES & INTERESTS

- **Rap & hip hop**
- **R&B**
- **Basketball**
- **Sports shoes**
- **Boxing**
- **Extreme sports**

WHERE DO THEY LIVE (TOP 3)

1. **LA**
2. **New York**
3. **London**

FAMILY STATUS

Single (67.5%)
Married (32.5%)
Parents (10.4%)

TOP BRAND AFFINITIES

1. **Nike** 26.2%
2. **ESPN** 17%
3. **MTV** 13.1%
4. **Foot Locker** 11%
5. **Sneaker News** 7.6%

INFLUENCED BY

1. **Drake**
2. **Kevin Hart**
3. **Nicki Minaj**
4. **Wiz Khalifa**
5. **Rihanna**
6. **Beyonce Knowles**
7. **Kim Kardashian**
8. **Chris Brown**
9. **Snopp Dogg**
10. **Big Sean**

Nike

OVERVIEW

15% ENGAGEMENT
79.6M REACH

GENDER

Male (55.7%)
Female (44.3%)

AGE

- **0-17** (16.9%)
- **18-20** (33.6%)
- **21-24** (25.8%)
- **25-29** (13.7%)
- **30-34** (6.5%)
- **35-44** (2.7%)
- **45-54** (0.5%)
- **55-64** (0.1%)
- **65+** (0.1%)

LIKES & INTERESTS

- **Fitness**
- **Golf**
- **Gaming**
- **Soccer**
- **Cars**
- **Comedy**

WHERE DO THEY LIVE (TOP 3)

1. **New York**
2. **London**
3. **São Paulo**

FAMILY STATUS

Single (69.9%)
Married (30.1%)
Parents (4%)

TOP BRAND AFFINITIES

1. **Nike** 48.7%
2. **Adidas** 23.7%
3. **ESPN** 18.9%
4. **Foot Locker** 11.1%
5. **Puma** 5.7%

INFLUENCED BY

1. **Selena Gomez**
2. **Beyonce Knowles**
3. **Ariana Grande**
4. **Taylor Swift**
5. **Katy Perry**
6. **Kim Kardahian**
7. **The Rock**
8. **Nicki Minaj**
9. **Neyman Jr.**
10. **Jennifer Lopez**

CASE STUDY

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Artist EQUITY REPORT

Objective:

Understand the 'True Value' of established artists based on the sentiment & engagement garnered among the target audience

Key goal to eliminate bias in artist selection and ascertain true value of musicians across specific geographies

Solution:

Extending **CI'S UNIQUE CELEBRITY EQUITY INDEX** to create 360 degrees 'social DNA' of artists combining video data from YouTube, Facebook, Twitter, Instagram

Proposal to track/monitor 'true value' of artists based on social media mentions & engagement scores around key metrics

CELEBRITY EQUITY INDEX METHODOLGY

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DATA PARAMETERS

- FOLLOWERS (COUNT, GROWTH)
- ENGAGEMENT (LIKES, COMMENTS & SHARES)
- SENTIMENT TONALITY (+/-)
- MENTIONS
  - Social Media Platforms (FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM)
  - Blogs & Forums
  - News/Press Releases
  - Digital Media
- SALES/MARKET FIGURES
- ENDORSEMENTS (NO, TYPE)
- AWARDS WON, CHARITY AFFILIATIONS

DATA ANALYSIS

SEGMENTATION

- TEXT CLASSIFICATION
- TEXT CLUSTERING
- ENTITY EXTRACTION
- THEME AND SUB-THEME

MACHINE LEARNING

- ALGORITHMIC LAYER
- SUPERVISED LEARNING
- CATEGORIZATION

DATA CONSUMPTION

CELEBRITY EQUITY INDEX (CEI)

- Unique Index measuring celebrity's social media impact and command
- Dynamic, Trending value
- Category Level real-time insights
- Ranking and Comparative Analysis

VIEWS

- Top Gainers, Top Fallers
- Engagement
- Appeal
- Awareness
- Activity

FILTER BY CATEGORY

MUSIC	CEI		% CHANGE
	212	↑	2.5%
	195	↓	3.8%
	185	↑	1.5%
	178	↓	2.1%
	256	↑	4.5%
	192	↓	1.2%

OUR CUSTOMERS

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