

E-SCORE BRAND REPORT

June 2023

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E-Score Brand Report Trends - 2023

Netflix Joins Forces with Nike to Enter the Streaming Fitness Space

Starting in December 2022, Netflix and Nike partnered to bring Nike Training Club (NTC) workouts to Netflix subscribers. The partnership includes 90 NTC streamed workouts, led by Nike's world-class trainers, and available in multiple languages.

The new streamed workouts by Nike help reinforce the brand's new positioning not just as a sports brand but as a broader brand promoting movement and wellness. To this end, Nike recently launched its new strategic vision called the Nike Well Collective.

The partnership between Netflix and Nike is a strategic move for both companies, here are some areas both brands exceed their category averages offering a good fit.

Netflix (vs. SVOD Avg): Fan of Brand (+16), Brand Consideration (+16), Halo Effect (popular w/ people I know) (+21), Better than competitors (+11)

- **Netflix:** The partnership will allow Netflix to expand its content offerings and reach a new audience of fitness enthusiasts. The NTC workouts are popular and well-respected, and they will be a valuable addition to Netflix's library of content.

Nike (vs. Apparel Avg): Fan of Brand (+13), Brand Consideration (+13), Halo Effect (popular w/ people I know) (+17), Better than competitors (+13)

- **Nike:** The partnership will allow Nike to reach a wider audience with its NTC brand and to promote its products and services. The NTC workouts are a great way for Nike to connect with fitness enthusiasts and to encourage them to use Nike products.

These brands are a strong fit, aligning on key attributes that are reflective of a powerhouse partnership.

Attribute Alignment	Netflix (vs. SVOD Avg)	Nike (vs. Apparel Avg)
A Leader	+11	+16
One of my favorites	+11	+10
Trend-Setter	+12	+14

E-Score Brand Report Trends - 2023

Brand in Crisis: Bud Light Profile Among Republicans & Democrats

Dylan Mulvaney is a transgender influencer with over 10 million followers on TikTok. In April 2023, she partnered with **Bud Light** to promote a contest, sparking a backlash from conservative commentators and celebrities, who called for a boycott of **Bud Light**.

The controversy significantly impacted **Bud Light's** sales, and subsequently **Bud Light**, the nation's longtime best-selling beer, was surpassed by **Modelo Especial** for the #1 spot. How long this will hold remains to be seen as we look at both Republican and Democrat consumers to gauge the long-term outlook.

Among Republican consumers 21+

Bud Light (vs. Beer Brand Avg): Aware of negative buzz (+45), Appeal (-18), Brand Loyalty (-31), Would try brand's new products (-15)

Among Democrat consumers 21+

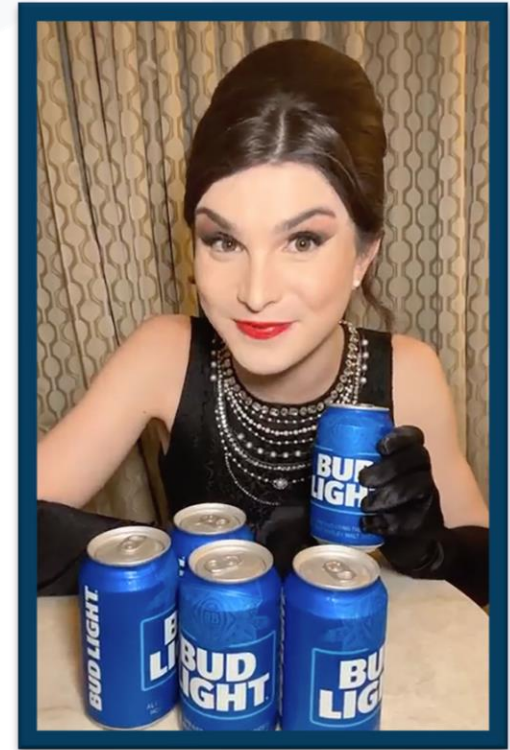
Bud Light (vs. Beer Brand Avg): Cares about social justice (+12), Cares about making a positive difference in the world (+8)

Bud Light is not backing down in response to the backlash, issuing a statement saying that it was "proud to partner with **Dylan Mulvaney**" and that it "supports the LGBTQ+ community." The company also said that it would continue to work with influencers from all backgrounds.

Going Viral

Dylan Mulvaney (Pre vs. Post Bud Light): Awareness (+9), Appeal (-22), Endorsement Score (-14)

Influencers make their living generating buzzworthy content and appealing to their core fan base. Stepping outside of this bubble and into the mainstream has often been met with mixed results for many influencers. This trend would continue with **Dylan Mulvaney**, she would enjoy a near double-digit increase in **Awareness** following the **Bud Light** collaboration, but increases in awareness often bring more into the fold and can negatively impact her **endorsement potential** outside her core followers.



E-Score Brand Report Trends - 2023

Partnering with a Rising Star

In April 2022, red-hot actress **Sydney Sweeney** became the new global brand ambassador for fashion brand **Tory Burch**.

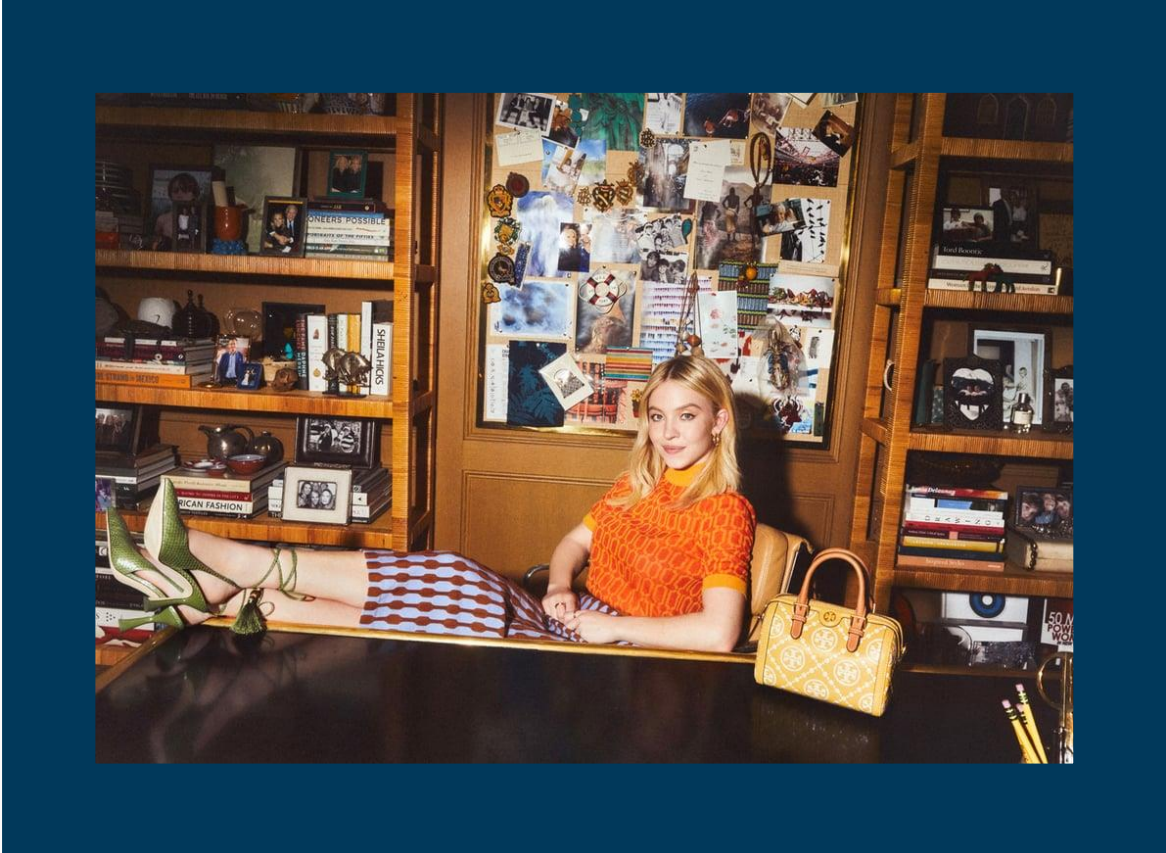
This pairing is a natural fit, as **Sweeney** is known for her stylish and confident sense of personal style. Adding to the authenticity of the partnership, **Sydney** and **Tory Burch** share similar values with both being strong advocates of women's empowerment: The **Tory Burch Foundation** (provides women entrepreneurs access to vital resources) and **Sydney's Fifty-Fifty Films** (producing projects with strong female leads).

Attribute Alignment (among F 18-49)	Tory Burch (vs. Designer Avg)	Sydney Sweeney (vs. Spokesperson Avg)
Cool	+6	+1
Inspirational	+1	+4
Stylish	+3	+11

Sydney Sweeney (vs. Spokesperson Avg)

Appeal (+18), Endorsement Potential (+15), Fan of Sydney (+18), Glamorous (+13)

The Emmy-nominated **Sweeney** has helped **Tory Burch** reach a new audience of consumers thanks to standout performances in two high profile television series: *Euphoria* and *The White Lotus*. In turn, **Sydney** benefits from this collaboration as well, building her personal brand and establishing herself as a fashion icon.



E-Score Brand Report Trends - 2023

Hyundai Taps Kevin and Sosie Bacon For Cross-Generational Appeal

Auto brand marketers have always relied on celebrities to help bring attention to their various models. They are continuing that trend as they usher in the electric vehicle (EV) era and raise consumer awareness to all the benefits (environmental, performance, features) that come with it – see GMC Hummer (LeBron James), Nissan (Brie Larson), and Hyundai (Kevin & Sosie Bacon).

With many more EV campaigns expected in the coming years, **E-Score Brand** and **E-Score Celebrity** provide key performance markers that can help auto brands evaluate a potential celebrity alignment among their target audience. We used both products to take a closer look at the recent **Hyundai IONIQ 6** campaign featuring **Kevin Bacon** and his daughter **Sosie Bacon**, which effectively used humor through dad jokes, celebrity endorsement, product features, and a clear call to action to connect with consumers.

Kevin Bacon vs. Spokesperson Avg (among consumers 40-64)

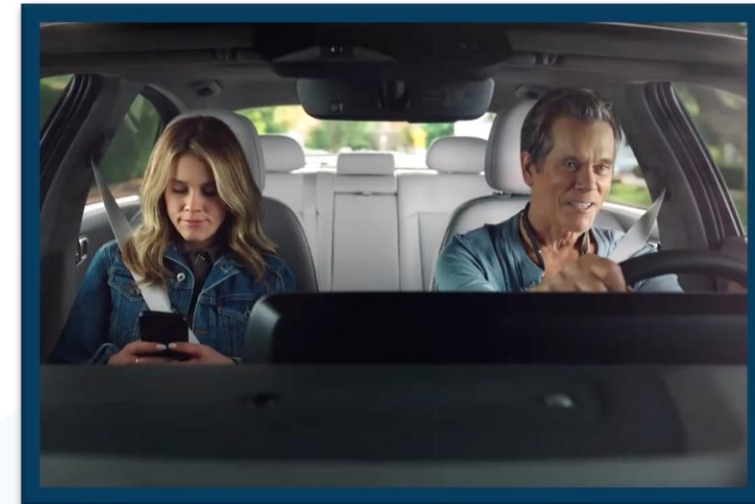
Appeal (+16), Endorsement Score (+26), Good Energy (+8), Charming (+6), Real-Authentic (+4)

- The commercial for the **Hyundai IONIQ 6** is called ‘*Your Dad Is Going Electric*’ feels both natural and relatable. With **Kevin Bacon**, **Hyundai** brought in some star power with strong awareness and affinity among older consumers (40-64), which adds much needed credibility and helps the dad jokes really resonate.
- Although **Kevin** is playing the corny dad for this campaign, he typically scores above average for the attribute **Cool**, which could be beneficial for the **Hyundai** since the brand scores below the Auto Category Average.

Sosie Bacon vs. Spokesperson Avg (among consumers 18-39)

Appeal (+14), Versatile (+6), Can Identify With (+6)

- **Sosie Bacon** is the perfect counter to her father’s EV giddiness and adds authenticity to their exchanges. The two successfully make the point that if her dad can go electric, any dad can do it. **Sosie** also provides **Hyundai** with a youthful presence with strong affinity among a younger consumer group (18-39).
- Both **Sosie** and **Hyundai** score above their respective averages for the attribute **Trustworthy**, a strong positive metric to align on.



E-Score Brand Report Trends - 2023

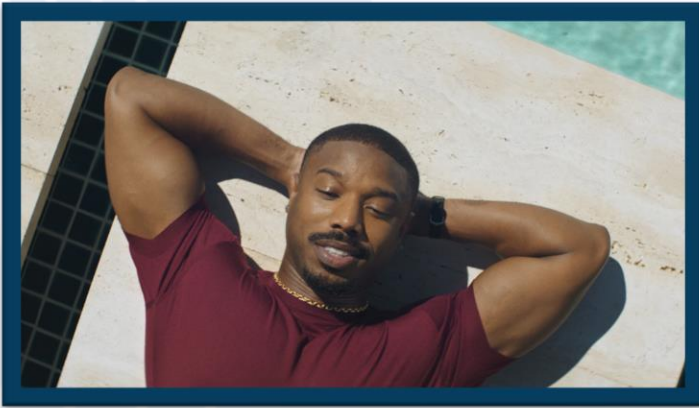
Chase Uses Star Power to Reach Millennial Consumers

In ad campaigns targeting millennial consumers, **Chase** has enlisted the help of three different types of celebrities to help boost awareness of credit card products: **Kevin Hart** (Comedian), **Stephen Curry** (Athlete), **Michael B. Jordan** (Actor). Using E-Score Brand and E-Score Celebrity, we take a closer look at the alignment between Chase and each celebrity.

Kevin Hart (+ above Spokesperson Avg): Endorsement Score (+30), Funny (+52)

Stephen Curry (+ above Spokesperson Avg): Endorsement Score (+32), Dynamic (+8)

- **Kevin Hart and Stephen Curry team up to highlight the cash back benefits of the Chase Unlimited card**
 - **Kevin Hart** and **Stephen Curry** are both immensely popular and their endorsement can help make the advertising more memorable, while also generating positive associations with **Chase**. Two commercial spots 'Cashback Like a Pro' and 'We Talkin' Bout Cashbacking' effectively use humor to promote the card's numerous cashback opportunities.
 - **Elevating the brand:** Both **Kevin** and **Stephen** score above average for traits such as **Cool** and **Exciting**, two qualities where **Chase** underperforms the banking average.



Michael B. Jordan (+ above Spokesperson Avg): Endorsement Score (+24), Good Energy (+10)

- **Michael B. Jordan enjoys life to the fullest with the Chase Sapphire Reserve card**
 - For a card that revels in travel, fine dining, and luxury experiences, it makes sense for **Chase** to feature one of the hottest actors working and former People's Sexiest Man Alive, **Michael B. Jordan**.
 - Showcasing Jordan traveling the world and enjoying luxury dining and private event experiences, the commercials are effective in appealing to consumers looking to achieve their own aspirational goals.
 - **Elevating the brand:** **Michael** scores above average for the trait **Cool**, a quality where **Chase** underperforms the banking average.

These three celebrities also provide **Chase** with the added benefit of appealing to African American Millennials. **All three stars score above average amongst this in-demand consumer group Awareness, Appeal, Endorsement Potential, and Fan Power.**

E-Score Brand Report Trends - 2023

Franchise Profile: *The Flash*

With the recent theatrical release of *The Flash* representing a reboot for the DC Extended Universe (DCEU), we used a combination of E-Score products to profile different components of the franchise: the franchise (E-Score Brand), the film character (E-Score Character), the lead actor: Ezra Miller (E-Score Celebrity).

1) BRAND: The Flash (vs. Entertainment Franchise Avg)

Fandom (+6), Loyalty (+14), Consideration (+14), Cool (+8), Fun (+5), Inspirational (+4)

- The current version of *The Flash* film franchise benefits greatly from the 80+ years of world building through comics, video games, TV, and film. Fans of the franchise are largely drawn to the common themes of courage, determination, and justice – all of which are inspiring and help appeal to a wide audience.

2) CHARACTER: The Flash (vs. Superhero Character Avg)

Strong desire to see more of character (+15 Net Equity), Funny (+6), Licensing Opportunities: Interest in Toys/Action Figures (+6), Clothing (+5), Video Game (+4)

- So far, the **Ezra Miller** version of *The Flash* has brought humor, awkwardness, and some genuine lightheartedness to the DC film universe. The character's action sequences are also visually striking and do a great job of showcasing the powers that he wields. The character is fun and exciting, which definitely helps drive the demand for *The Flash* licensed products.

3) CELEBRITY: Ezra Miller (vs. Film Actor Avg)

Fan Score (-16), Endorsement Score (-19), Over-Exposed (+16)

- **Ezra Miller** has been praised for bringing charisma, energy, and comedic timing to *The Flash* character, however the off-screen issues has muddied the picture in terms of what the future holds for both the actor and the film franchise. **Miller's** profile in our tracking has followed suit and trended downwards as well. We will continue to track **Miller** over the next few months to see what impact the film has on their profile and future in the DCEU.

E-SCORE BRAND REPORT

Summer 2023

Trend Details

Netflix Joins Forces with Nike to Enter the Streaming Fitness Space

Netflix x Nike

Using E-Score Brand, we look at the partnership between streaming leader **Netflix** and apparel giant **Nike** among the 18-49 demographic.



KPI Synergy	Netflix vs. SVOD Avg	Nike vs. Apparel Avg
Awareness	+39	+32
Appeal	+15	+16
Fan of Brand	+16	+13
Brand Consideration	+16	+13
Halo Effect (popular w/ people I know)	+21	+17
Better than Competitors	+11	+13

Attribute Synergy	Netflix vs. SVOD Avg	Nike vs. Apparel Avg
A Leader	+11	+16
Cutting Edge	+5	+9
Family-Friendly	+6	+7
High-Quality	+5	+7
Innovative	+5	+10
One of my favorites	+11	+10
Relevant to Me	+9	+7
Reliable	+7	+9
Trend-Setter	+12	+14

Streaming fitness content found its place during the pandemic with many consumers looking for home workout options. The integration of streaming content with fitness trackers and tech-driven home fitness equipment has also contributed to wider consumer acceptance.

Netflix recently expanded their subscriber offerings to include streaming fitness content through a partnership with **Nike**. **Netflix** subscribers can access **Nike Training Club** content and stream 90+ workouts featuring **Nike Trainers**.

Nike and **Netflix** form a powerful combo with both brands scoring above their respective averages across a number of important brand KPIs.

Both brands also share many similar brand qualities, particularly **A Leader**, **One of my Favorites** and **Trend-Setter**.

*E-Score Brand – data from January 2022-January 2023

*Among 18-49

*Appeal = Top 2 Box "Like A Lot/Like"

Brand in Crisis: Bud Light Profile Among Democrats and Republicans

Using E-Score Brand and Celebrity we take a closer look at how Bud Light has been affected by its recent marketing campaign with influencer Dylan Mulvaney and how both sides of the political spectrum feel.

Bud Light vs. Beer Category Average
(+/- difference)

Brand KPIs	P 21+	Democrat 21+	Republican 21+
Appeal	-6	0	-18
Fan of brand	-1	+2	-11
Halo effect (popular w/ people I know)	-3	-3	-12
Negative buzz (past mo.)	+26	+17	+45
Brand loyalty	-7	+1	-31
Promoters of brand	+1	+5	-14
Brand consideration	+14	+13	0
Proud to be associated with	-3	0	-14
Would try brand's new products/services	-5	-4	-15
Better than competitors	-4	-2	-12
Cares about making a positive difference in the world	+2	+8	-5
Cares about social justice	+6	+12	+1

What are consumers saying? (taken from open-end -What is the first thing that comes to mind when you see this brand?)

- "beer! Dylan Mulvaney!"
- "advertising nightmare right now, too woke"
- "I appreciate Bud Light standing up for the trans community. I have a trans son."
- "Want to support it because of the backlash they are getting because of the transgender ad"
- "used to be good but now is anti-American and woke. Idiots running the show. Will never drink again."



Bud Light's popularity has decreased among adults across the board after the polarizing campaign, with the biggest decrease among Republicans 21+. Among this demo, Bud Light saw the largest declines for important metrics such as Appeal, Brand Loyalty, and Brand Association. Awareness of the recent negative buzz crosses both party lines.

There are some positive signs for the Bud Light brand, Brand Consideration is 10 points above average among Adults 21+ and Democrats 21+. These two demos also see Bud Light as a strong activist brand, scoring above average for caring about social justice and making a positive difference in the world.

Snapshot
Dylan Mulvaney Pre vs. Post-Bud Light

Among P 21+	Pre-Bud Light (Oct 2022)	Post-Bud Light (May 2023)	+/- Change
Awareness	3	12	+9
Appeal	57	35	-22
Endorsement Score	25	11	-14



Dylan Mulvaney's awareness level may have increased 9 points Pre-Post Bud Light, but her Appeal and endorsement potential took a hit with the added exposure.

*E-Score Brand - Bud Light May 2023 Report

*E-Score Celebrity - Dylan Mulvaney TBD 2023 Report

Partnering with a Rising Star

Sydney Sweeney has quickly become the go-to endorser for cosmetics and luxury brands since her breakthrough role in *Euphoria*. Using **E-Score Brand** and **Celebrity**, we explore what Sydney Sweeney brings to the table and evaluate **Tory Burch** decision to bring her on as their latest global brand ambassador.



Tory Burch



Sydney Sweeney

Among F 18-49	Sydney Sweeney	Spokesperson Avg	Diff
Awareness	16	21	-5
Appeal	65	47	+18
Endorsement (Top Box: Much More Likely)	22	7	+15
Fan of Sydney	43	25	+18
Social media engagement (Followed/Shared)	42	15	+27

Among F 18-49	Sydney Sweeney	Spokesperson Avg	Diff
Beautiful	40	14	+26
Sexy	27	8	+19
Glamorous	25	12	+13
Interesting	26	15	+11
Good Energy	30	23	+7
Charming	21	14	+7

Among F 18-49	Tory Burch vs. Designer Avg	Sydney Sweeney vs. Spokesperson Avg
Cool	+6	+1
Inspirational	+1	+4
Stylish	+3	+11

Sydney Sweeney is an excellent match for the Tory Burch brand, exceeding the Spokesperson Category Average across four key qualities: Awareness, Appeal, Endorsement Potential, Fan Passion, and Social Media Engagement.

Sydney also stands out from the average spokesperson across these four important traits: **Beautiful, Sexy, Glamorous and Interesting.**

Brand x Celebrity Synergy: Shared positive qualities between **Tory Burch** and **Sydney Sweeney** (both outperform their respective category averages).

*E-Score Brand – Tory Burch April 2023 Report

*E-Score Celebrity – Sydney Sweeney April 2023 Report

Hyundai Taps Kevin and Sosie Bacon For Cross-Generational Appeal

As auto brands continue to roll out more EV models, celebrities have become a popular option to front this shift to an electric future. Hyundai went with real family star power to promote the 2023 IONIQ 6, enlisting the talents of Kevin Bacon and his daughter Sosie Bacon. The result was a dad joke themed campaign that was equal parts funny, informative, and a sleek showcase for Hyundai's latest all-electric option. Using E-Score products (Brand, Celebrity), we take a closer look at what makes this pairing a good fit.



This Father-Daughter Duo Is A Perfect Fit

Kevin Bacon is the perfect dad for Hyundai's campaign as he is well-known, particularly among older consumers.

Pairing Kevin with his real daughter, Sosie, helps add authenticity to the dad jokes. As an emerging actress, Sosie, also adds a fresh face to help Hyundai target younger consumers.

+/- vs. Celebrity Avg	Sosie Bacon	Kevin Bacon
18-24	+1	+4
25-39	0	+19
40-54	-9	+48
55-64	-8	+56

Power Endorser: Kevin Bacon really resonates with older consumers (age 40-64), bringing star power, influence, and qualities that align with Hyundai's messaging.

	Kevin Bacon	Spokesperson Avg	Diff
Appeal	62	46	+16
Endorsement Score	57	31	+26
Experienced	44	26	+18
Good Energy	28	20	+8
Charming	17	11	+6
Real (Authentic)	16	12	+4

Celebrity Boost: Cool is a brand trait where Hyundai can benefit from celebrity alignment. (among P 40-64)

	Kevin Bacon vs. Spokesperson Avg	Hyundai vs. Auto Avg.
Cool	+8	-6

Endorsement Potential: Sosie Bacon provides Hyundai a youthful foil to Kevin's corny dad jokes and while she's still growing as an endorser, the automaker does benefit from her strong affinity among younger consumers (18-39).

	Sosie Bacon	Spokesperson Avg	Diff
Appeal	68	54	+14
Endorsement Score	32	32	0
Classy	24	14	+10
Versatile	15	9	+6
Can Identify With	12	6	+6
Beautiful	19	14	+5

Celebrity Boost: Trustworthy is a trait where there is brand/celebrity synergy. (among P 18-39)

	Sosie Bacon vs. Spokesperson Avg	Hyundai vs. Auto Avg.
Trustworthy	+9	+3

*E-Score Celebrity - Sosie Bacon June 2023 Report

*E-Score Celebrity - Kevin Bacon May 2022 Report

Chase Uses Star Power to Target Millennials

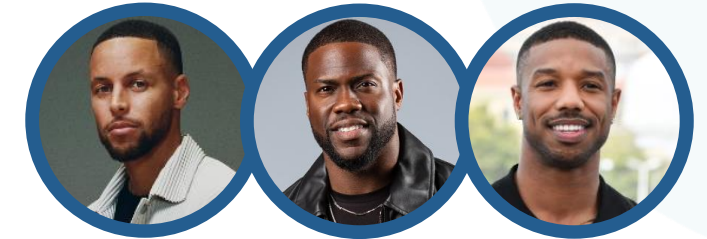
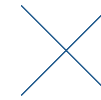
Looking to attract Millennial customers, Chase sought out three high-profile celebrities to feature in ad campaigns for credit card products. Kevin Hart and Stephen Curry teamed up in a series of funny ads promoting the benefits of the Chase Unlimited card, while Michael B. Jordan touted the exclusive benefits of the Chase Sapphire Reserve card. Using both E-Score Brand and E-Score Celebrity, we take a closer look at why Chase made the right choice with these celebrity endorsers.

Endorsement Power: All three celebrities featured by Chase are strong endorsers among Millennials in general and especially among African American Millennials.

Each celebrity outperforms the average across four important spokesperson metrics: Awareness, Appeal, Endorsement Score, and Fan Score.

Among Millennials	Awareness	Appeal	Endorsement Score	Fan Score	Top 3 Attributes
Stephen Curry	36	59	63	59	Confident, Experienced, Dynamic
Kevin Hart	43	63	61	68	Funny, Good Energy, Confident
Michael B. Jordan	33	60	55	56	Good Energy, Confident, Intelligent
Spokesperson Average	19	50	31	38	

Among African American Millennials	Awareness	Appeal	Endorsement Score	Fan Score
Stephen Curry	65	74	81	72
Kevin Hart	64	64	73	83
Michael B. Jordan	60	67	69	72
Spokesperson Average	26	59	35	44



Celebrity Boost: Cool, Exciting, Inspirational, and Trend-Setter are four important traits where the Chase brand can benefit from celebrity alignment.

Among Millennials	Chase vs. Banking Avg	Celebrity vs. Spokesperson Avg
Cool	-5	Kevin Hart (+10), Stephen Curry (+8), Michael B. Jordan (+8)
Trend-Setter	-3	Stephen Curry (+8)
Exciting	-2	Kevin Hart (+11), Stephen Curry (+11)
Inspirational	-2	Stephen Curry (+13)

E-Score Celebrity / E Score Brand

Among Millennials

Appeal = Top 2 Box "Like A Lot/Like"

Each celebrity is given an Endorsement Score from 1 to 100 based on factors such as Awareness, Appeal, Level of Endorsement, and select attributes

Each celebrity is given a Fan Score from 1 to 100 based on factors such as Awareness, Appeal, Level of Fandom, Social Media Engagement, and select attributes

Each celebrity is given a Social Impact Score from 1 to 100 based on factors such as Awareness, Social Media Engagement, and select attributes

The Flash: Franchise Profile

The Flash represents a major reset for the new DCEU led by James Gunn and Peter Safran, using **E-Score** products we take a closer look at how the franchise is performing across three key pillars heading into the film's June premiere.

- **Brand:** The franchise itself is a strong performer, scoring above the Entertainment Franchise Category Average for KPIs such as Fandom, Promoters, Loyalty, and Consideration.
- **Character:** With a **+15 Net Equity** score, consumers want to see more of *The Flash* film character. The character is also valuable for licensing opportunities.
- **Celebrity:** The wild card of the franchise is the lead actor, **Ezra Miller**. His off-screen issues have clearly hurt his profile among consumers with negative Fan, Appeal, and Endorsement scores.



Fan of Franchise
(+/- vs. Entertainment Franchise Avg)

+6



Net Equity: Strong desire to see more of this character
(Net Equity = See more of - See less of)

+15



Fan Score
Ezra Miller

-16

The Franchise

Franchise Highlights	The Flash	Entertainment Franchise Avg	Diff
Promoters of Franchise	51	43	+8
Franchise Loyalty	73	59	+14
Franchise Consideration	46	32	+14
Cool	32	24	+8
Fun	35	30	+5
Inspirational	13	9	+4
Trustworthy	11	7	+4

The Character

Top Character Traits	The Flash	Superhero Avg	Diff
Funny	30	24	+6
Approachable	21	17	+4

Licensing Opportunities	The Flash	Superhero Avg	Diff
Toys/Action Figures	27	21	+6
Clothing	25	20	+5
Video Game	31	27	+4

The Actor

Actor Profile	Ezra Miller	Film Actor Avg	Diff
Awareness	17	13	+4
Appeal	22	56	-34
Endorsement Score	9	28	-19
Over-Exposed	20	4	+16

*Among P 13-49

*E-Score Brand - The Flash March 2023 Report

*E-Score Character - The Flash April 2023 Report

*E-Score Celebrity - Ezra Miller March 2023 Report

How Our Clients Use E-Score Brand

E-Score Brand can help you evaluate over 3,000 brands quickly and easily in our user-friendly interface. The following are some specific ways you can use the E-Score Brand database:

Evaluate a specific brand for a campaign

- Locate a brand in the database
- Measure brands' strengths/weaknesses to determine positioning in a campaign

Identify competitive opportunities

- Compare brand strengths and weaknesses to competitive set
- Determine standing among leaders outside of primary category

Compare brand to category averages

- Over 100 category averages available, such as Apparel, Retail, Streaming Media Service, Entertainment Franchise
- Pull reports for each brand

Track brand over time

- Update brands as needed to reflect changing attitudes/impact from specific events
- Identify positive and/or negative trends

Profile those who find a brand appealing

- Identify which brands appeal to a specific demographic group – by age/gender/ethnicity, etc.

Assess Brand Equity/Health

- Determine the value of your brand relative to your competitors among target consumers

E-Score offers the following options to access its powerful platform:

Analytics fueled by consumer insights:

13,000+

Celebrities

3,000+

Brands

6,000+

Characters/Brand Mascots

5,000+

TV Shows

Purchase an E-Score

Instant access to any individual E-Score(s) in our database.

Includes critical metrics such as awareness, appeal, attributes (and more) across a wide variety of important consumer demographics.

Quickest entry point to the data you need to make key decisions in an easily shareable format.

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Full Access to Suite of Products

Subscribe to any E-Score product or the full suite, and get all the scores in our database along with deeper measures that tell the complete story.

Easy, full featured interface for your desktop or mobile device 24/7. All new scores are updated weekly, and the breadth and depth of the database provides everything you need to make critical decisions.

Our suite platform offers a cohesive experience across products to maximize results.

API & Data Intelligence Reports

Unlock our API or Data Export options for any product to easily automate and integrate our data within your system.

Customized data intelligence reports from our vast E-Score platform are available to meet your specific needs.

You tell us what you want from our data and we'll deliver it so you can focus on the key insights.

The E-Score Platform

Offering Full Access to Our Database

The E-Score Platform gives you full access to our comprehensive database of celebrities, character/brand mascots, TV programs, and musicians/artists. Combine layers of data to help tell a more complete story and uncover the insights you are looking for.

We now offer suite subscription models for you to choose from or you can continue to subscribe to E-Score products individually.

Basic Suite

- ✓ Unlimited access
- ✓ Full reports/Newsletter
- ✓ No name selections
- ✓ 5 seat licenses

Modular Suite (Most Popular)

- ✓ Unlimited access
- ✓ Full reports/Newsletter
- ✓ 2 DI reports (\$5,000 value)
- ✓ 10 name selections across any of the products
- ✓ 10 seat licenses

Premium Suite

- ✓ Unlimited access
- ✓ Full reports/newsletter
- ✓ API or Data Export for one or more products
- ✓ 4 DI reports (\$10,000 value)
- ✓ 20 name selections across any of the products
- ✓ 15 seat licenses



Contact Us For More Information

For Agencies, Advertisers, & Brand Managers

- Identify brand ambassadors and endorsers
- Verify mascot's impact
- Get competitors' KPI's
- Most passionate fan base
- Track customer experience (NPS)

For Disruptors & Challengers

- Target entrenched brands
- Low cost & turnkey data
- Find your ambassadors & influencers
- Track consumer adoption & experience
- Monitor advertising impact

For Finance & Planning

- Gauge value of a brand or enterprise
- Monitor cyclical trends
- Assess recent positive/negative PR
- Quickly determine consumer loyalty

For Licensing

- Determine value of your franchise
- Measure extendibility value
- Opportunities for products/characters
- Awareness/Appeal on 6,000+ characters & mascots
- Target passionate franchise fan bases

For Producers & Casting Agents

- Discover breakout talent
- Assess talent strengths/weaknesses
- Key drivers in entertainment franchises
- Target program elements that work
- Tailor casting for target audience
- Evaluate IP for adaptation
- Engagement/Social buzz

Bi-Weekly Research Brief

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E-Poll Market Research

Post Pandemic Trends: Brands Using Nostalgia & Sustainability to Sell

Nostalgia & the "Retro" Factor

Nostalgia has always been a powerful marketing tool and some brands are going all in on "retro" to appeal to older consumers who long for what they know, and at the same time, attracting younger consumers looking for something new and unique.

Using E-Score Brand we looked at brands that recently released "retro" inspired products and how this trend has made its way into advertising.

Nikon

In the competitive landscape of digital photography, *Nikon* has taken a unique approach with its latest *Nikon Zfc* camera inspired by the classic *Nikon FM* film cameras. Their latest release promises to capture young consumers/vloggers attracted by the "retro" trend while appealing to older consumers who once likely owned the film cameras. They recently announced they sold out the pre-sale allotment of all *Zfc* cameras in 2 weeks.



- While *Nikon* holds its highest Awareness among Gen X consumers, it has successfully marketed to Gen Z who score higher in Unique and Would Try New Products. We will keep a close eye on how their new launch affects their Nostalgic score.

About E-Poll Market Research

E-Poll Market Research provides full service quantitative and qualitative consumer research to media and entertainment companies, agencies, and Fortune 1,000 enterprises.

E-Poll’s proprietary consumer panel enables clients to reach their target audience quickly and cost effectively. From the broadest national panel to hard-to-reach niches, we provide easy, affordable access to sample groups of all sorts and sizes.

E-Poll’s suite of in-depth syndicated research products measures Awareness, Appeal, Loyalty, and Equity of celebrities, brands, characters, musicians, and TV programs:



E Score® Celebrity
in depth **Appeal, Equity**, and **Endorsement** potential ratings on 13,000+ celebrities, athletes, and newsmakers

E Score® Brand
illustrates the nature of the bond and affinity between consumers and 3,000+ brands

E Score® Character
uncovers character DNA and unique traits that distinguish your characters

E Score® Music
assess the marketability of musicians and bands from all music genres

E Score® Programs
monthly tracking of viewer attitudes on more than 5,000 TV programs (broadcast, cable, weekday)

ADvance™
E Poll’s groundbreaking advertising effectiveness measurement system provides critical intelligence for brand and marketing decision makers

DynaTrack™
a flexible and dynamic tool that simplifies tracking studies for brands, consumer groups, and television programs

Contact Us



E-Poll Market Research

16133 Ventura Blvd.
Suite 905
Encino, CA 91436

TEL (818) 995 4960
FAX (818) 995 4970

www.epollresearch.com

Research

Mary Ann Farrell

Sr. VP Research

mfarrell@epoll.com

Matt Kishiyama

VP Product Innovation

mkishiyama@epoll.com

Weston Werntz

Sr. Research Manager

wwerntz@epoll.com

Magali Solis

Research Coordinator

msolis@epoll.com

Sales

Michelle Contant

Sr. VP Corporate Development

mcontant@epoll.com

Steve Rogan

Director Client Development

srogan@epoll.com

Lisa Sanford

Account Executive

lsanford@epoll.com

E-Score Brand: Methodology & Benefits

The E-Score Brand database includes over 3,000 brands and is the most effective way to explore the connection between consumers and your brands. The benefits of a custom tracker, at a fraction of the cost.

Methodology

The E-Score Brand survey is administered via Internet to a national sample of online respondents stratified by age, gender, and region. About 33% of respondents take the survey via mobile device.

Fielding

- Minimum of 50 brands fielded monthly to a unique group of respondents

Sample

- N= 1,500 respondents (each brand is evaluated among 1,500 people)
- Age 13+



Survey

- Length of survey limited to 17 brands per person
- **Awareness** (based on name or logo)
- **Appeal** (measured on a 6-point scale)
- **Attributes** (27 descriptive traits)
- **Attachment** (8 statements asked on a 7-point agreement scale)
 - Would try new products/services
 - Is popular with people I know
 - Would be proud to be associated with
 - I identify with
 - Better than competitors
 - Makes my life better
 - Cares about making a positive difference in the world
 - Cares about social justice
- **Involvement** (Ever used/purchased/viewed)
- **Loyalty** (measured on a 7-point scale among brand users)
- **Consideration** (measured on a 7-point scale)
- **Open-Ends** (top of mind associations)
- **Fandom** (measured on a 11-point scale)
- **NPS** (measures on a 11-point scale among brand users)
- **Social Media Interaction**

Other product highlights

- Over 100 brand categories and norms available to use for comparison
- Historical data and trending available