

ITV Frameworks: Matching Talent to Brands



Background

ITV as a major commercial broadcaster works with a wide variety of talent and is increasingly developing commercial partnership opportunities with well known talent. Talent endorsements of brand are often regarded as a risky, hit or miss affair, if not planned correctly. So we worked with BU Faculty of Media & Communication to help us understand the value and effective use of talent in advertising.



Objectives

We needed to get a comprehensive overview of the current understanding on the benefits and effective use of Talent in Advertising, what works and why? and what are the dangers or traps that need to be avoided when planning talent endorsements on screen. We also needed to produce a knowledge based framework to help our in-house stakeholders and advertisers make the best use of talent when planning marketing or advertising campaigns.

Results

We now have a deeper understanding of the current benefits of talent endorsement on-air, a knowledge based selection framework for matching talent to brands that works intuitively and can be research based as well.

How Talent Endorsement Works

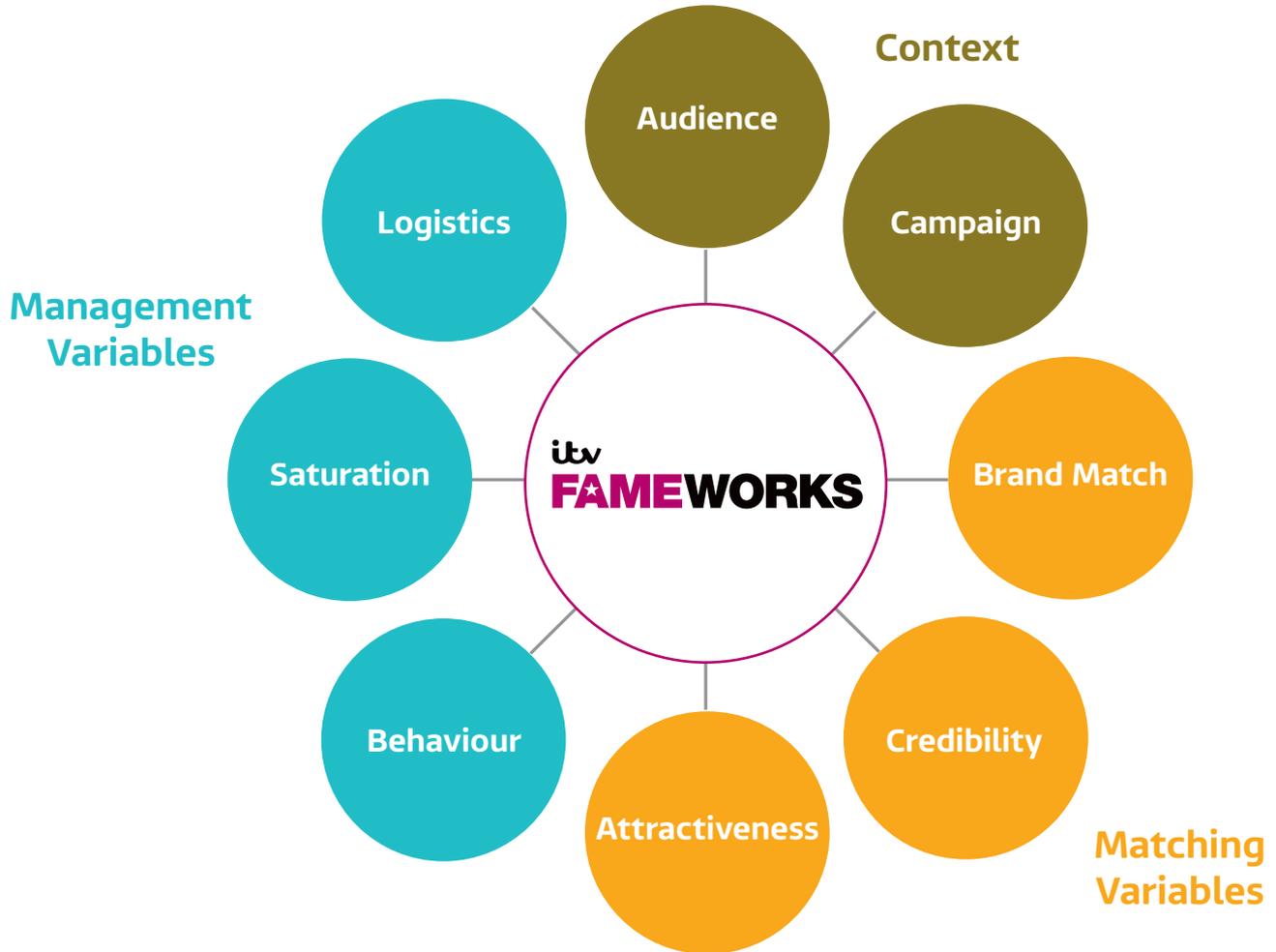
Talent are effective endorsers because of their symbolic, aspirational reference group association.

By virtue of their celebrity profile and engaging attributes, talent are able to transfer these image values to the products.

Benefits Of Talent Endorsement

1. Create and maintain consumers' attention.
2. Bring prestige to brands and encourage higher recall.
3. Improve advertising attitudes, brand attitude, and purchase intent.
4. Provide monetary value through increased brand equity and increased sales.
5. Help build new brands and reposition old brands.
6. Talent with worldwide popularity facilitate global organizational goals.

Selection Framework for matching Talent to Brands



Selection Framework (Considerations)

Context

Audience

Who is the target audience? Ensure you have a clearly defined demographic or psychographic profile.

Campaign

What are the objectives of the campaign? eg: Awareness, Appeal, Behaviour Change, Image Building, etc – what role can the celebrity play in achieving these objectives.

Matching Variables

Brand Match

Talent & brand match up should be based on the congruence between the celebrity and the brand's current or desired attributes (eg: user image, values, personality).

Credibility

Talent should have credibility within the context of the product category - are they trustworthy and do they have expertise in the category?

Attractiveness

How attractive is the talent to the defined target audience? This is comprised of four components - physical attractiveness, familiarity, similarity and likability.

Management Variables

Behaviour

How easy will it be to work with the talent in terms of temperament and personality? What is the likelihood they will get into trouble or have negative information revealed about them during the campaign period?

Saturation

Is the talent endorsing other products and if so, how many?

Logistics

How much will it cost to acquire the services of the talent and/or are they available when required?

Source:
ITV/Bournemouth University 2016