

**YAO MING & LIU XIANG LEAD
CHINA'S MOST ENGAGING STARS**

- **Quarterly Benchmarking of most engaging Celebrities in China**
- **Kobe Bryant only foreign star in Top 30**

BEIJING – March 23rd, 2011 - An ongoing study by marketing consultancy R3 has identified which celebrities are connecting most effectively and efficiently with Chinese consumers. Based on more than 10,500 respondents, basketball player Yao Ming continues to be a strong favorite with Asian Games hurdle winner, Liu Xiang following close behind.



Sunny Chen , Senior Researcher, R3

“Yao Ming continues to be the most engaging star because he is widely recognized as the best Chinese sports person, and for his strong moral values, and for participating in many CSR events” said Sunny Chen, Senior Researcher for R3. “Liu Xiang is viewed as a passionate star, and since his outstanding performance at the Asian Games last year, he now drives strong brand linkage for his sponsors such as Coca-Cola and Nike” she added.

The study, called “En Spire” looks at three critical factors affecting Brand Engagement and Aspiration in China

- Preference – does the celebrity have strong spontaneous recall?
- Engagement – is the celebrity linked with the correct brand or media asset?
- Values – which celebrities have strong associations and shared values with consumers?

The research is conducted every three months across ten cities in China with a target audience of 15-40 year olds.



“The Pledge” Campaign- Chinese Consumers widely believe Yao Ming cares strongly about Chinese causes



Nike's latest China advertising campaign , featuring Liu Xiang

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GE YOU CONTRIBUTES TO CHINA MOBILE BRAND ENGAGEMENT

Entertainment star Ge You's popularity with Chinese consumers has risen significantly, "Wave-8 shows that since his appearance in three new movies over the New Year, there is increased interest in him" reports Miss Chen. "Consumers now actively link Ge You with China Mobile, and this has definitely contributed to the company's new ranking as most engaging brand this quarter" she adds.

CHINA'S RISING SPORTSTARS

R3's research also looked at which of China's newest star celebrities are creating an impact amongst Chinese consumers. Rising tennis star Li Na has recently endorsed Nike, Rolex and Häagen-Dazs whilst badminton player, Lin Dan's engagement rating has also risen since his performance in the Asian Games 2010. "Although Li Dan's score on the Wave 8 Enspire index is not as high ranking as Liu Xiang since the Games, it is still notable" said Miss Chen. "It'll be interesting to see if interest in him grows further in the next few months" she added.

About R3

R3 is a global marketing consultancy with our heart in Asia.

We focus on improving the effectiveness and efficiency of marketers and their agencies.




























Founded in 2002, we work with eight of the world's top twenty global marketers, including Coca-Cola, VISA, JNJ, Nestle, McDonald's, Samsung and SingTel.

Our work includes consulting to find , pay and keep the best agencies.

We also analyze and audit media spends and provide consultancy on marketing ROI

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CHINA'S TOP 30 MOST ENGAGING CELEBRITIES

China's 30 Most Engaging Celebrities							
Wave 8							
Rank Wave 8	Rank Wave 7	Celebrity	Celebrity	Preference	Engagement	Value	EN-SPIRE Index
1	1	Yao Ming		69.5	115.1	132.5	105.7
2	5	Liu Xiang		67.3	113.1	134.7	105.0
3	2	Jackie Chan		37.5	116.0	68.0	73.8
4	3	Andy Lau		35.6	112.7	66.2	71.5
5	6	Faye Wong		21.4	132.1	40.2	64.6
6=	4	Jet Li		22.2	115.0	40.9	59.4
6=	13	Leehom Wang		8.1	150.1	19.9	59.4
8	27	Kobe Bryant		3.0	161.7	6.9	57.2
9	-	Jacky Cheung		15.3	123.9	30.3	56.5
10	8	Jay Chou		13.6	125.2	25.5	54.8
11	11	Zhao Ben Shan		16.1	116.1	27.7	53.3
12	-	Ge You		16.4	110.9	27.2	51.5
13	19=	Cecilia Cheung		4.7	138.7	10.3	51.2
14	14=	Yang Lan		7.8	125.2	19.5	50.8
15=	-	Fan Bingbing		11.7	118.8	20.6	50.4
15=	7	Zhao Wei		13.1	110.9	27.1	50.4
17	-	Ren'e Liu		8.9	125.4	15.6	49.9
18	14=	Lin Dan		8.9	120.1	20.3	49.8
19	-	Bai Yansong		3.6	134.9	9.8	49.5
20	28	Jack Ma		8.3	119.7	16.6	48.2
21	-	Dee Hsu(Small S)		6.4	125.2	11.4	47.6
22	41	Huang Xiaoming		1.9	133.8	6.2	47.3
23	-	Li Bingbing		6.4	119.6	14.0	46.7
24	-	Zhang Yimou		1.9	130.9	4.8	45.9
25	29	Han Han		5.5	119.4	12.3	45.8
26	23=	Chen Daoming		7.5	113.1	14.0	44.9
27	10	Li Ning		5.8	114.1	13.7	44.5
28=	-	Sun Li		1.9	128.0	3.3	44.4
28=	21	Guo De Gang		3.3	122.5	7.3	44.4
30	18	Jolin Cai		3.6	121.6	7.3	44.2