



Key Stats & Trends

15% of 2010 Grammy ads featured celebrity endorsements, a **150% spike** from last year.

22% of ads featured licensed pop music, about the same as the past two years.

3% of ads featured brand jingles, including spots from McDonald's and Outback Steakhouse, about the same as the past two years.

U.S. carmakers dominated Grammy ads, with **16%** of total ads, and **26%** of ads featuring celebrity endorsements or pop music.






Olay (11 spots), Target (8 spots), Lincoln (6 spots) and Chevy (5 spots) were the biggest Grammy advertisers, with Target and Lincoln leveraging celebs and/or pop music to forge emotional connections consumers.

2010 GREENLIGHT AD GAUGE OF THE 52ND ANNUAL GRAMMY® AWARDS

Celeb Endorsements Soar in 2010 Grammy Ads

Celebrity ad endorsements are soaring according to the GreenLight Ad Gauge of the 52nd annual Grammy Awards, an annual report that analyzes the use of celebrity endorsements and pop music in TV commercials aired during the show. Celebrity endorsements in commercials during the 2010 Grammy's spiked 150% compared to last year, with stars like the Black Eyed Peas, Eric Clapton, Drew Barrymore and Luke Wilson pitching brands including Target, T-Mobile, AT&T and Covergirl.

AD REVIEWS: BRANDS AND CELEBS THAT SIZZLED AND FIZZLED

-  **Lincoln Tries Wielding Shiny Toy Guns**
After last year's deluge, Lincoln again maintained a high profile at the Grammys. The carmaker returned this year to familiar territory by pairing younger skewing bands like Shiny Toy Guns and Sia singing tracks likely to appeal to older, more traditional Lincoln buyers like Major Tom and Under the Milky Way, respectively. Sadly, Lincoln arrives a day late and a dollar short to the American Idol phenomenon by layering a "who will win..." competition among the bands – the winner of which gets the honor of falling into sell out territory by appearing in the next Lincoln commercial.
-  **Peas, Jonas and Jam Help Target Hit the Mark**
Target was focused and well represented using little known, composed music effectively in several spots as part of its Frugalista campaign. But Target saved the big splash for mega spots using both stars and their hit music to promote the exclusive distribution deals it recently signed with the Black Eyed Peas, Nick Jonas and the Administration and Pearl Jam. These were not particularly artful spots, but their massive star power speaks volumes about the level of cool Target has fostered over the past several years.
-  **T-Mobile's Star Rises with Timeless Clapton**
T-Mobile continues to invest heavily in celebrity as a means of differentiating itself in a crowded and cutthroat mobile space – this time tapping Eric Clapton and his well loved "Rock 'n Roll Heart" to push the new My Touch Fender branded handset. Unlike previous spots featuring eclectic and questionably effective celebrities Whoopi Goldberg, Jesse James and Phil Jackson, this time T-Mobile got it just right by pairing guitar great Clapton with great guitar Fender.
-  **AT&T Wilts with Luke Wilson**
AT&T counters the star power of the T-Mobile spots and the assault on its 3G network by Verizon with... Luke Wilson? Really? The other Wilson brother has enjoyed a bit of a renaissance thanks to a series of commercials for the mobile carrier, but despite his inherent likeability, Wilson doesn't manage to engage audiences enough to inspire belief in the service or the brand. A clear swing...and miss.
-  **MasterCard's Priceless Dirty Boy**
MasterCard slotted into the show its latest incarnation of the brand's "Priceless" campaign, which features "Dirty Boy" by IOU, a West Coast-based indie band. In this simple and clever spot, MasterCard forges an instant emotional bond with music lovers watching the Grammys by instantly capturing the way music makes us feel.

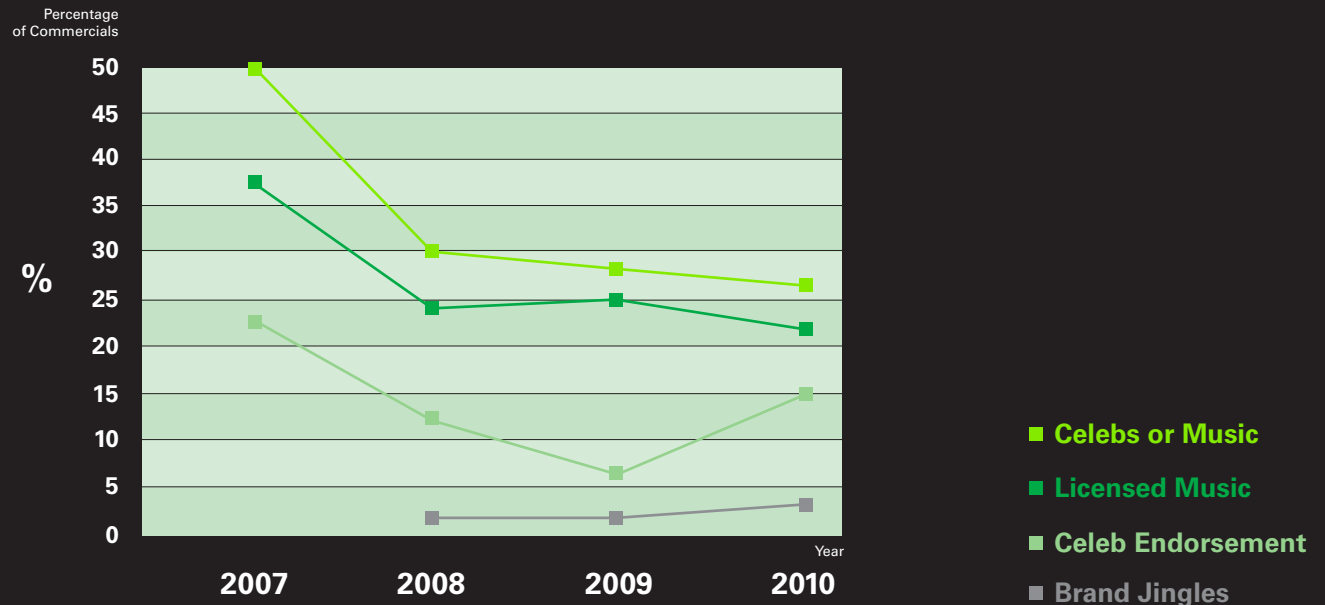


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GreenLight Ad Gauge Methodology

The 2010 GreenLight Ad Gauge of the 52nd annual Grammy Awards analyzes the use of celebrity endorsements and licensed popular music in advertisements shown during the live telecast in the number one Designated Market Area (DMA), New York, NY. The report monitors all television advertisements during the telecast, excluding advertisements that are only for films or music that feature celebrities by definition.

Celebrity Endorsements and Pop Music in 2010 Grammy Ads (% of Ads)



About Greenlight

GreenLight is a global media licensing, talent negotiation and rights representation consultancy providing corporate, advertising and media clients access to music, film and other entertainment content and celebrities. GreenLight works with the world's leading advertising agencies and multinational companies to create innovative advertising, packaging and products. GreenLight's rights representation group manages the personality rights of iconic personas including Albert Einstein, The Wright Brothers, Steve McQueen, and Johnny Cash and June Carter Cash. A Corbis brand, GreenLight is based in Los Angeles and serves clients in more than 50 countries.

Get in touch

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