

CHINA'S MOST ENGAGING CELEBRITIES NEW STARS ENTER TOP 30 RANKING

- Yao Chen enters ranks of Top 10 Most Engaging Celebrities
- Li Na first Chinese global spokesperson for Mercedes Benz

BEIJING –June 2011 - A quarterly benchmarking study by marketing consultancy R3 has found that actress & frequent weibo blogger, Yao Chen has entered the ranks of Top Ten Most Engaging Stars in China for the first time. The study, based on interviews with 1,500 people in 10 cities, also indicated that actress and L'Oreal spokeswoman, Fan Bing Bing's star continues to rise, beating Yao Chen to 8th place in the Top Ten list.

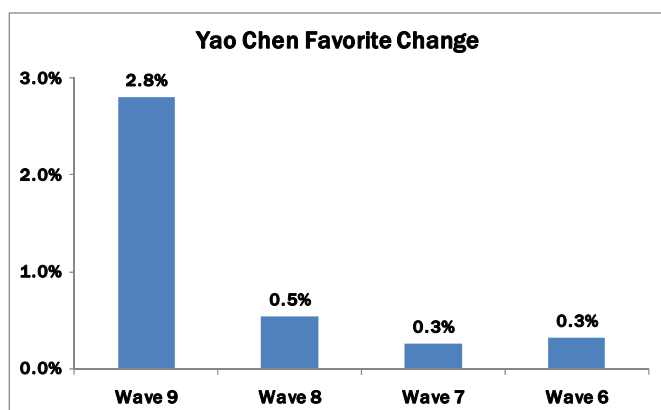
Top Ten Most Engaging Celebrities in China:

1. Yao Ming
2. Liu Xiang
3. Jackie Chan
4. Andy Lau
5. Jet Li
6. Fei Wong
7. Jay Chou
8. Fan Bing Bing
9. Yang Lan
10. Yao Chen

BLOGGING QUEEN & FASHION ICON:

Its only taken three months for Yao Chen, crowned “the Queen of weibo” to jump into 10th place in China’s most Engaging celebrities list. Known equally well for her acting talent as for her regular blogging, Yao Chen has 8.92 million followers on sina weibo. “Yao Chen is always blogging events and insights into her daily life, both professionally and personally, and this allows people to identify with her. As a result she now drives strong brand linkage” said Miss Chen.

Actress/singer Fan Bing Bing, has also proven to be a more engaging celebrity endorser this quarter. “Fan Bing Bing has been attracting a lot more attention in recent months, and thanks to appearing in a number of fashion shows, most famously *Festival de Cannes*, and now as the face of L’Oreal China, she has a consolidated fan base” explained Miss Chen.



En-Spire wave 9 results: Yao Chen drives strong brand linkage

Top 6 brand linkage with Yao Chen



SPORTS STARS SYMBOLS OF CHINESE PRIDE

Professional Tennis player, Li Na has entered the Top 30 Most Engaging Celebrities this quarter. Li Na now endorses a number of Big Name brands in China, including most recently Mercedes Benz, for whom she is the first Chinese global spokesperson.



Tennis star Li Na and Mercedes Benz “partner for perfection” June 2011

“Just like Yao Ming and Liu Xiang, Li Na is recognized by many consumers as a symbol of pride for the nation” said Miss Chen. Li Na is revered for her hard work and commitment, as well as her optimistic attitude, and many brands such as Rolex, Nike and Häagen Dazs have rushed to sign her up as their official celebrity endorser. “It’ll be interesting to see how her performance at the French Open this year will affect her star rating in the next few months” added Miss Chen.

About En-Spire

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

- Preference – within his/her category, is she/he preferred?
- Engagement – is the celebrity linked with the correct brand or media asset?
- Values – which celebrities have strong associations and share values with consumers?

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

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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