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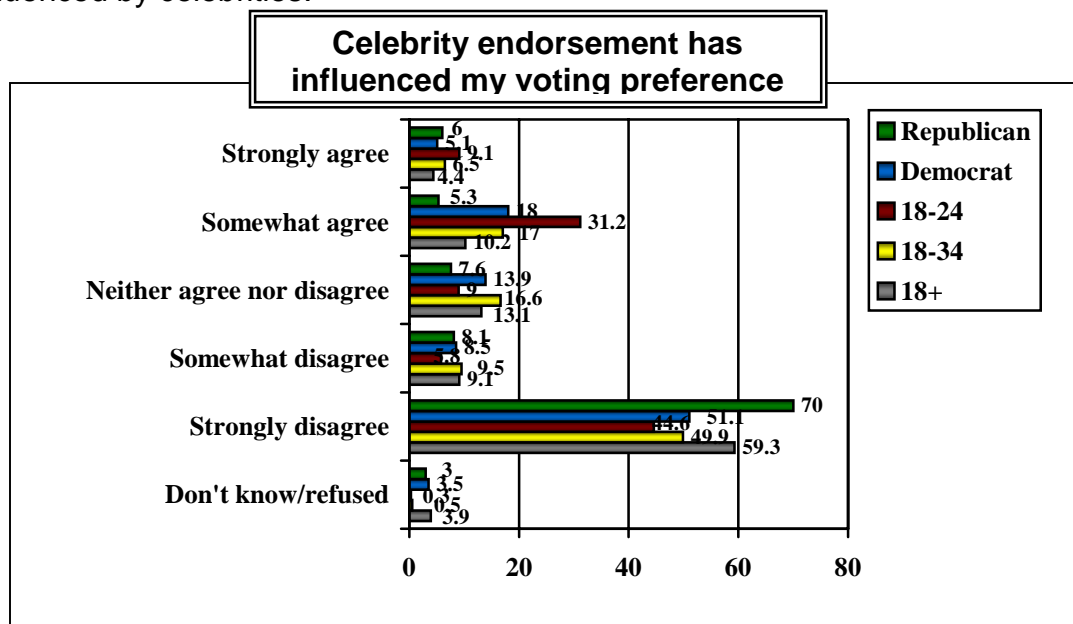
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## Word to Presidential hopefuls: Celebrities on campaign trail reach young voters

*MediaVest USA Proprietary Study reveals this and more...*

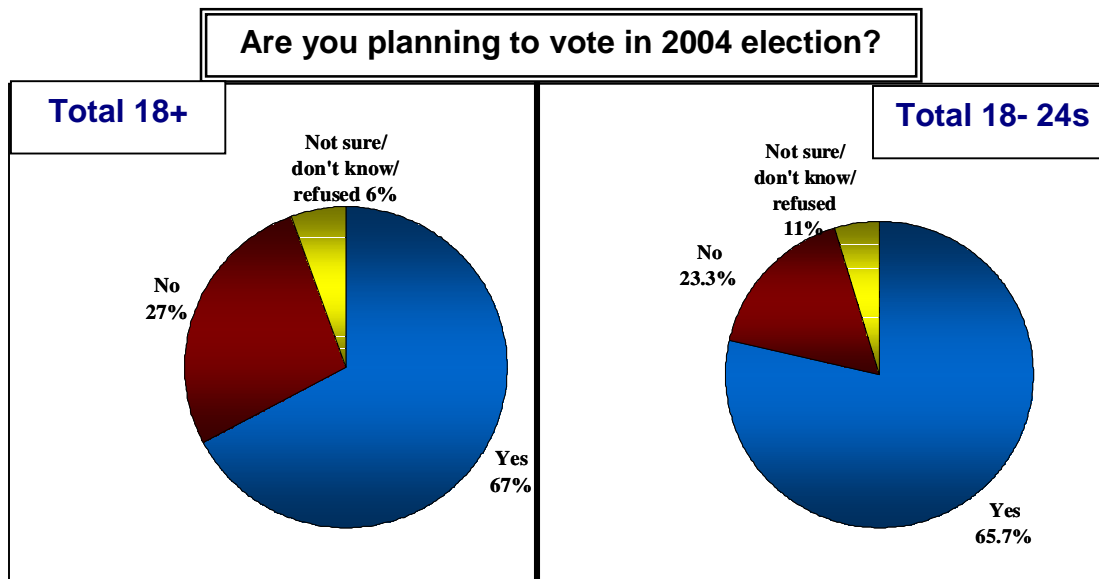
August 25, 2004 – New York City, NY– The “most important election of our lifetime” is expected to draw more GenYs to the voting booths in November than in any previous U.S. presidential election, and according to a poll of 1,000 people conducted by MediaVest, the candidates—particularly the Kerry campaign—should put their celebrity supporters on center stage to reach the important youth vote.

Among the key implications revealed by the study, MediaVest learned that **40** percent of 18-24s are influenced by celebrity endorsements. This compared to **59** percent of adults who strongly disagree that their voting preference will be influenced by celebrities.



## Why Focus on Youth?

The study indicates that the voting intention for the 2004 Presidential election among all people 18+ (67 percent) is **12** percentage points higher than the actual percentage of the voters in the last election. The margin for 18 to 24s is *dramatically higher*. While only 32 percent of 18-24s voted in 2000, our poll shows that **66** percent – a difference of **34** percentage points – have intentions to vote in 2004.



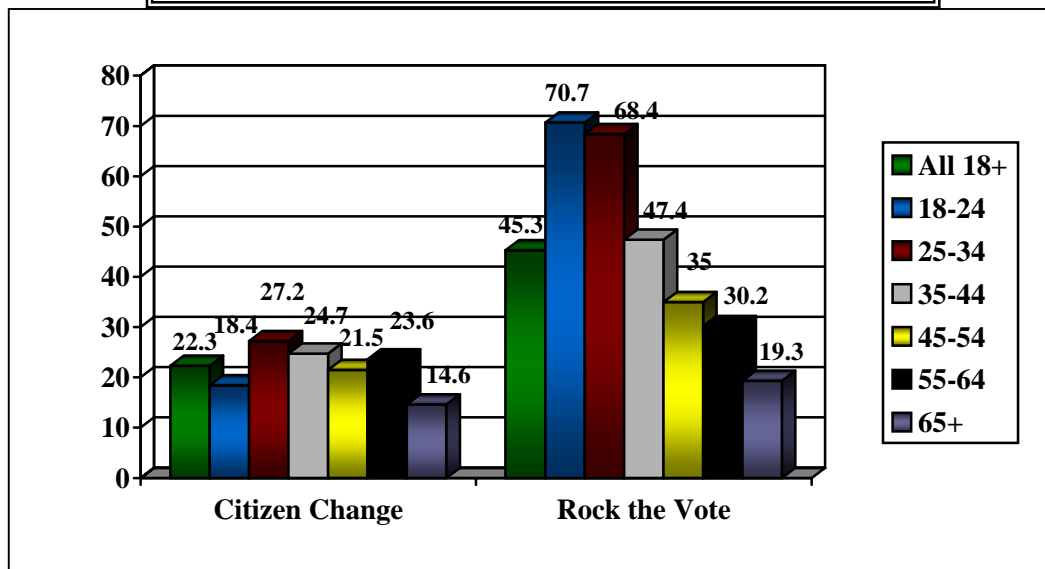
”Many of our clients appeal to the youth target, so it is critical for MediaVest to keep a constant finger on the pulse of this savvy and elusive audience. Though we don’t expect all of those good intentions to be converted to action, there is a strong indication that more young voters will turn up at the polls this time around,” said Laura Desmond, CEO of MediaVest USA. “In our ongoing dialogue with the youth market, we unearthed these insights relevant to politics. We also know that youth perceptions of celebrity positions translate across other marketing efforts, and it’s our job to know youth better than anyone else does.”

## What Works/What Doesn't

According to MediaVest researchers, the study provides substantial, granular and practical insights on the power of celebrity endorsement. They found that different celebrities and voting campaigns have varying degrees of resonance. Among the insights mined in the study:

- Launched only two months ago, P. Diddy's *Citizen Change* campaign awareness is relatively high (**22** percent among 18+). Interestingly, the media coverage for *Citizen Change* has driven consistent awareness levels across all age groups.
- Awareness of the more established *Rock the Vote* campaign is significantly higher—**45** percent among 18+.
  - In contrast to *Citizen Change*, MTV's *Rock the Vote* skews to 18-24s, commanding the highest awareness at **71** percent. This is likely due to the fact that the marketing has been concentrated in young adult outlets including MTV, college campuses, concerts and commercials.

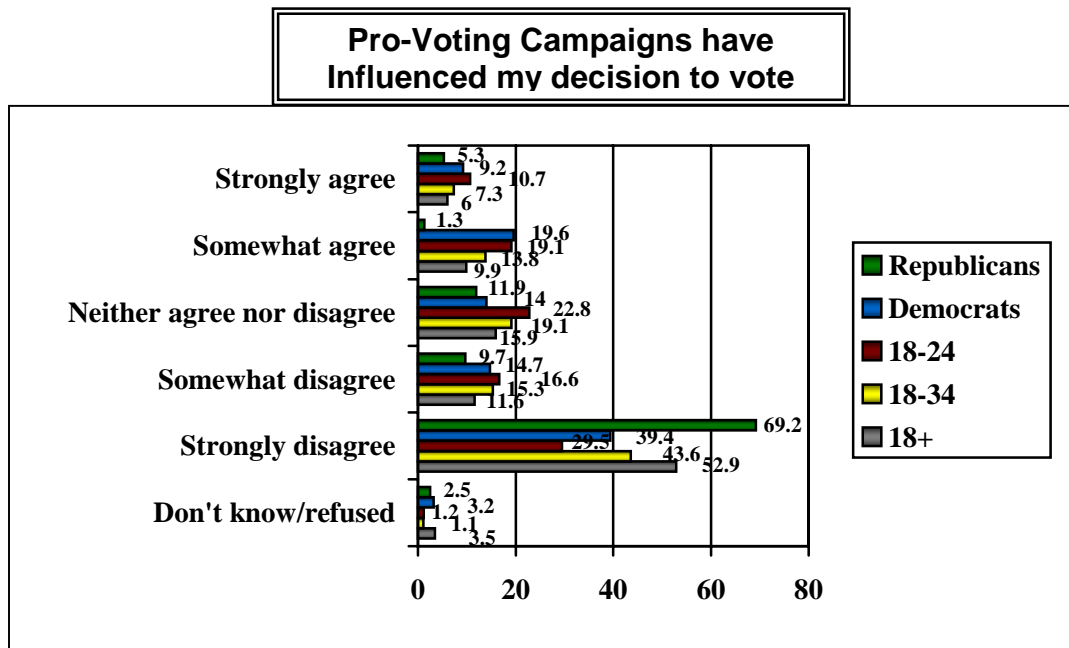
**Awareness of *Citizen Change* and *Rock the Vote***



## A Democratic Thing

“Interestingly, the impact of celebrities on voting preferences appears to be a Democrat phenomenon,” said Mary-Ellen Vincent, SVP, Director of Insights and Accountability, MediaVest USA. “One-third of all people who intend to vote Democrat agree that they have been influenced by pro-voting campaigns such as *Citizen Change* and *Rock the Vote*, while a whopping **two-thirds** (69%) of Republicans **strongly disagree** that they have been influenced by these campaigns.”

**One-third** of 18-24s agree that they have been influenced to vote by campaigns such as *Citizen Change* and *Rock The Vote*.



“With the 2004 Presidential election approximately three months away, Bush and Kerry have less than 70 days to court the American public and multi-million dollar campaigns will help spread the word,” said Desmond. “The results of this study give us insights into some of the factors that will one, bring more young Americans to vote and two, who they will be voting for in November.”



## **About MediaVest**

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Innovation that works* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Capital One, Kraft, Masterfoods, P&G, and The Coca-Cola Company.