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Brand & Celebrity Associations: An Investigation into Brand & Celebrity Trait Congruence and the Potential for Trait Transference

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Brand & Celebrity Associations:

An Investigation into Brand & Celebrity Trait Congruence and the Potential for Trait Transference

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Thesis Submitted in Partial Fulfillment of the
Requirements for the Degree of
Bachelor of Science in Business Administration

In the Department of Marketing
Peter T. Paul College of Business & Economics
Faculty Advisor: Bruce Pfeiffer, P.h.D.
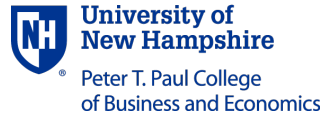
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Abstract

In today's marketplace, a significant amount of brands are utilizing celebrity endorsers as a marketing tool. Traits of the brand and the endorser are typically not congruent. As a result, trait transference between a brand and a celebrity can occur once the brand and celebrity endorser are linked in the consumer's mind. Further, celebrity endorsers often endorse multiple brands at one time. Therefore, it may be possible for traits to transfer from one brand to another via a common celebrity endorser. Although research has shown that the traits of celebrity endorsers can influence brand perceptions and vice versa, no research has investigated the potential trait transfer from one brand to another via a common celebrity endorser. Study 1 investigates trait congruency of brands and celebrity endorsers using a multidimensional scaling positioning analysis, demonstrating a clear trait incongruence between the brands and the celebrity endorsers used in the study. Study 2 utilizes both implicit and explicit measures to investigate trait transference from one brand to another via a common celebrity endorser. Both measures found evidence to support this type of trait transference. This research has important theoretical and practical implications and helps further our knowledge and understanding of branding, trait transfer, and the use of celebrity endorsers.

Keywords

Endorsers, Brands, Traits, Associations, Transference

Subject Categories

Brand Personality | Celebrity Endorsements | Marketing

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Acknowledgements

Introduction

Co-branding is a common marketing technique used to transfer positive brand associations from one brand to another (e.g., Rao and Ruekert, 1994; Simonin and Ruth, 1998). Another common way to influence brand perceptions is by using celebrity endorsers. In both cases, the congruence or fit from brand to brand (e.g., Simonin and Ruth, 1998) or from celebrity to brand is of great importance (e.g., Till & Busler, 1998). Research has shown that the traits of celebrity endorsers can influence brand perceptions (Huber, Meyer, Vogel, Weihrauch, & Hamprecht, 2013; Illicic & Webster, 2012) and vice versa (Arsena, Silvera, and Pandelaere, 2014), but no research has investigated the potential trait transfer from one brand to another via a common celebrity endorser. This research is designed to investigate this possibility. This is important given that unknown and possibly unwanted trait transference may be occurring in the marketplace.

Review of Literature

Cobranding

Cobranding occurs when two or more brands are named on one product (Gurhan-Canli, Hayran, Kubat, & Swaminathan, 2015). Cobranding may occur within one singular company when a brand extension is introduced to the market (Kumar, 2005) or when two different companies form a partnership or alliance when marketing a product or service (Simonin & Ruthm, 1998). A main attraction for companies to utilize cobranding is the borrowed equity from one brand that is transferred to the other, which usually leads consumers to have a more positive outlook and attitude towards the new brand (Gurhan-Canli, Hayran, Kubat, & Swaminathan, 2015). A consumer is more likely to have a positive attitude towards the attached brand if they

already had a positive attitude towards the other brand (Park, Shocker, & Youl Jun, 1996). The majority of cobranding efforts conducted by companies are done as a part of a business strategy, but brands can also be connected unintentionally through common outlets, such as shared celebrity endorsers.

Celebrity Endorsers

The use of celebrity endorsers is a very common but sometimes tricky marketing technique. Popular media outlets that commonly include advertisements with celebrity endorsers include television, radio, and print ads (Hollensen & Schimmelpfennig, 2013). Companies see value in the idea that consumers trust celebrities as if they are a close friend (Bettman & Escalas, 2017). Consumers often end up trusting the celebrity and use them for advice within the advertisements due to this false sense of a close and intimate friendship (Bettman & Escalas, 2017). Due to this trust, consumers affiliate characteristics of the celebrities to the brands they endorse. Consumers will often have the same feelings, judgements, and attitudes towards a celebrity endorser as they do towards the brands (Hollensen & Schimmelpfennig, 2013).

Implicit Associations versus Self Report Measures

When it comes to gaining insights about consumer preferences and attitudes, many studies will utilize two different types of measures: implicit and explicit (self-reporting). Implicit measures help with analyzing consumer attitudes that are unconsciously activated by certain stimuli (Bruin, Greenwald, & Maison, 2004). Self-report measures are when consumers themselves report how they feel or their preferences towards certain things, but these measures can cause bias or be invalid (Gregg, Klymowsky, Owens, & Perryman 2013). Respondents often will report what they believe others might want them to say or may try to trick themselves into

thinking that they want to feel a certain way, even though their internal feelings for a subject may be a lot stronger (Gregg, Klymowsky, Owens, & Perryman 2013). Due to the possibility of inaccuracy or bias, utilizing self-report measures alone within a study may be insufficient (Bruin, Greenwald, & Maison 2004). Some studies that have been conducted show a lack of correspondence between respondents' implicit and explicit attitudes (Gregg, Klymowsky, Owens, & Perryman 2013). As a way to see the implicit attitudes of consumers versus their explicit attitudes, the use of an implicit test, such as the implicit association test, has become a common method for researchers (Gregg, Klymowsky, Owens, & Perryman 2013).

Implicit association tests (IAT) are a common way for testing the implicit attitudes of consumers. It has been shown to help companies gain a better understanding of how consumers feel and respond to certain things, such as new products and advertisements (Brunel, Greenwald, & Tietje, 2004). The IAT has been used in the past to primarily figure out the implicit associations consumers have between certain categories (Gregg & Klymowsky, 2013). The IAT is usually split into two different blocks and is viewed as a fast-paced sorting task (Gregg, Klymowsky, Owens, & Perryman 2013). The categories involved within the blocks usually incorporate various features, brands, or qualities that are not alike (Gregg & Klymowsky, 2013). Once the sorting is complete by the study participants, the reaction times are analyzed and can be compared to gain a deeper understanding of how consumer feel internally (Gregg, Klymowsky, Owens, & Perryman 2013). IATs allow for a deeper dive into consumer minds, accessing additional behavioral effects compared to explicit measures (Brunel, Greenwald, & Tietje, 2004). Research has shown that the use of IATs in research may be very beneficial, specifically when it comes to spokespeople or celebrity endorsers (Brunel, Greenwald, & Tietje, 2004).

The current research uses both explicit self-report measures (Study 1 and Study 2) as well as implicit measures (Study 2). Specifically, in Study 2, a newer version of an IAT called Sentient Prime was used to measure implicit brand associations. Sentient Prime is a proprietary software developed by Sentient Decision Science. It has been used successfully to provide their clients with in-depth analyses and reports about how consumers perceive brands, products, people and the competition. Sentient Prime is divided into two sections. First, participants are asked to sort the focal brand and one or multiple competitor brands (e.g. "American Express" vs. "Not AmericanExpress"). Second, participants sort brands while also being primed with specific brand traits (e.g., responsible, innovative, bold, romantic). The response times are collected and used to determine the implicit strength of the association between the brand and the trait (See **Appendix F** for Sentient Prime Screenshots).

Study 1

Study 1 was designed to investigate trait congruence between brands and celebrity endorsers. Brands that potentially have very different traits but share a common celebrity endorser were chosen for the study. Celebrity endorsers and brands used in the study were Tina Fey, who endorses both American Express & Garnier, and Matthew McConaughey, who endorses Lincoln & Wild Turkey Bourbon.

Method

Sixty-two undergraduate students (52% female; age 18 to 24) participated in the study for course extra credit. Participants completed an online survey on Qualtrics and answered questions about brand and celebrity personality traits, brand and celebrity familiarity, and general

demographics. First, descriptions and images of the brand/celebrity were shown. Participants ranked 12 brand personality traits (Geuens, Weijters, & De Wulf, 2009) on a scale of 1 to 7, 1 being least characteristic of the brand or celebrity and 7 being the most characteristic of the brand or celebrity (See **Appendix A**). Participants were then asked how familiar they were with the brand or celebrity using the Likert scale. Presentation order of the brands and celebrities was randomized. Lastly, participants provided some basic demographic information (See **Appendix C**).

Results & Discussion

The primary goal of the Study 1 was to identify two brands with different brand personalities that are endorsed by a single celebrity. A multidimensional scaling analysis was performed using Marketing Engineering for Excel (ME>XL) to create brand positioning maps of the mean personality trait rankings provided by the survey participants. Three perceptual maps were created from the analysis: (1) Tina Fey, American Express and Garnier, (2) Matthew McConaughey, Lincoln and Wild Turkey Bourbon, (3) a map containing all both the celebrities and the brands. The perceptual maps show clear trait incongruence between the brands and the celebrity endorsers.

As presented in Figure 1, Tina Fey was seen as sentimental, active, bold and innovative. Garnier was viewed as romantic and simple, compared to American Express that was extremely stable and responsible, while also being slightly aggressive.
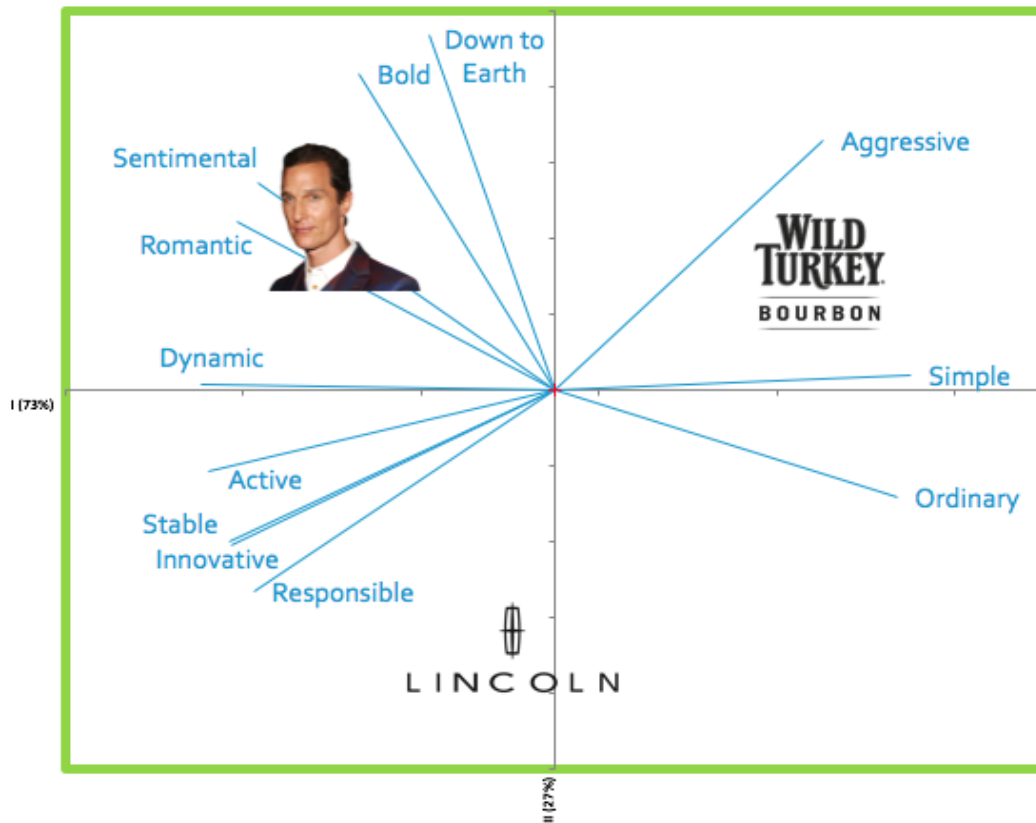
Figure 1

## Tina Fey Perceptual Map
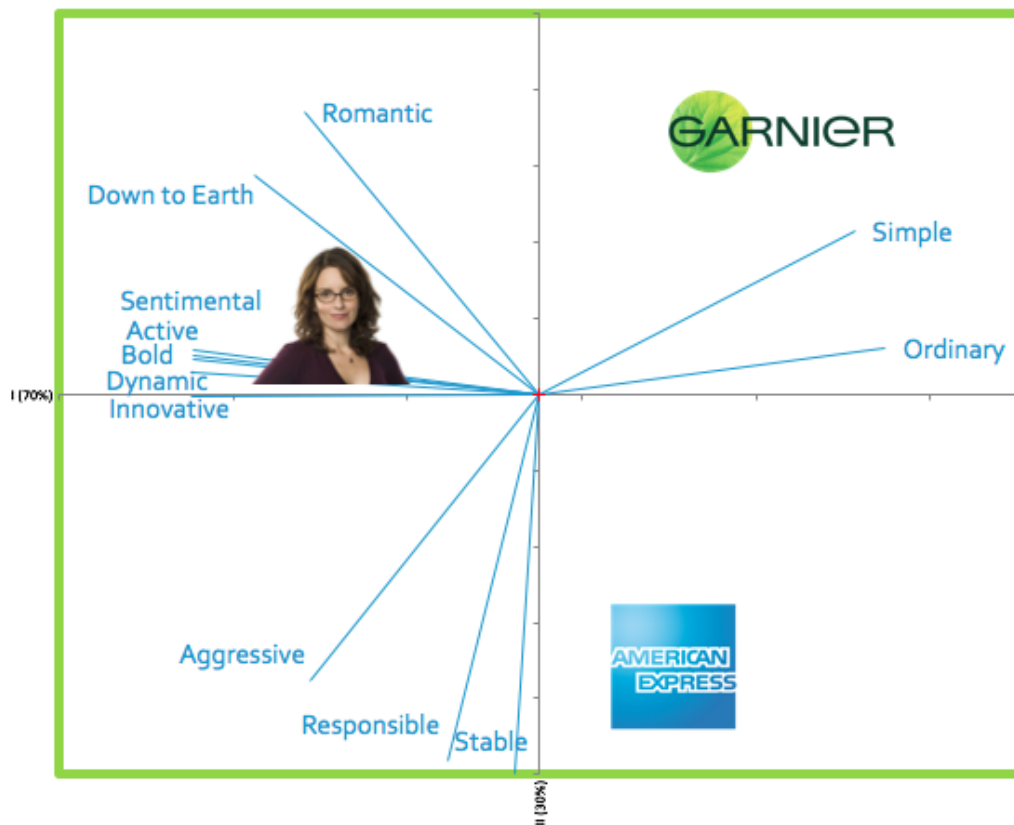
As presented in Figure 2, the perceptual map created for Matthew McConaughey, Lincoln and Wild Turkey Bourbon clearly displays the different brand perceptions consumers have of each component. When visually laid out, Matthew McConaughey was seen as sentimental and romantic. Wild Turkey Bourbon was viewed as being aggressive and simple, while Lincoln was viewed a little differently. Lincoln was perceived as being not down to earth or bold.

Figure 2
Matthew McConaughey Perceptual Map

As presented in Figure 3, when comparing all six components together, Tina Fey and her two brands had larger differences in brand personalities than Matthew McConaughey had with his two brands. Tina Fey and her two brands had strong familiarity among the participants. It was thought that the greater incongruency of traits and higher level of familiarity might lead to a greater opportunity for trait transference from brand to brand via the common celebrity endorser. As a result, Tina Fey and her brands were selected for Study 2.

Figure 3
Combined Perceptual Map
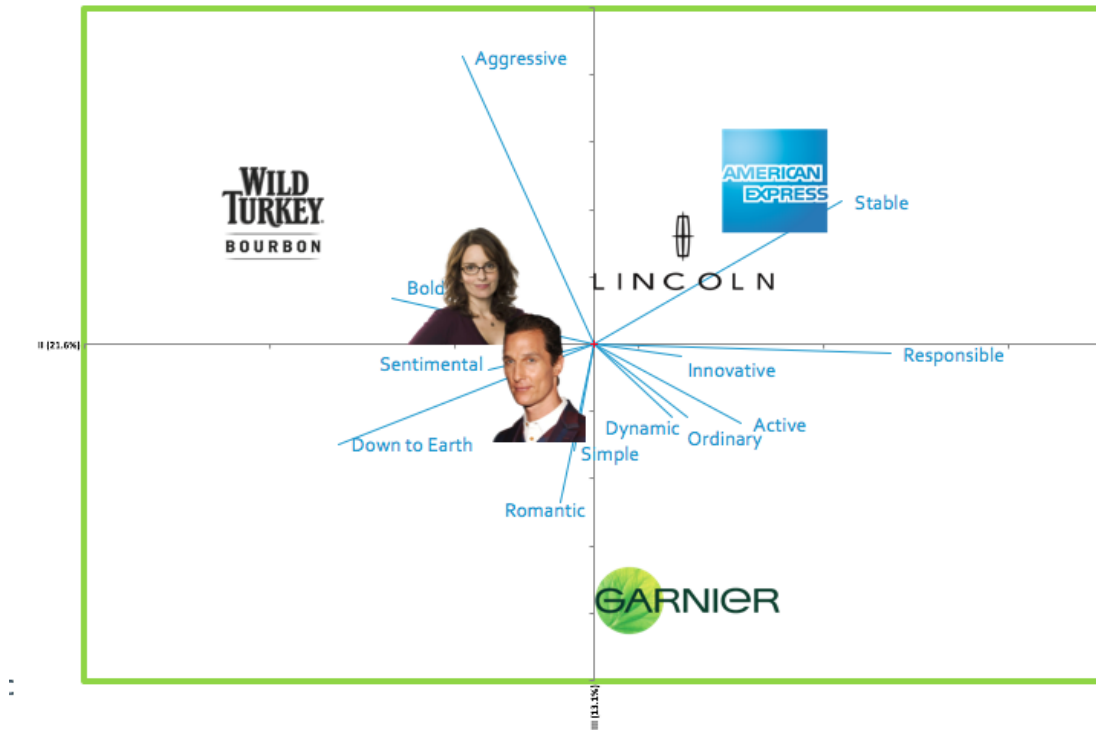
Study 2

Study 2 was designed to investigate potential trait transfer from brand to brand via a common celebrity endorser. In this study, Tina Fey, American Express, and Garnier were used.

Method

Fifty-three undergraduate students (49% female; age 18 to 24) participated in the study for course extra credit. Both implicit and explicit measurement techniques were used. The measures were counterbalanced within the study. For the explicit measure the same 12-item brand personality scale was used as in Study 1. Sentient Prime was used as the implicit measure. It was programed to measure the same 12-items that were used in the explicit measure.

Participants were randomly assigned to a primary brand (Garnier or American Express).

Participants then read some summary information about Tina Fey and the primary brand and completed the initial explicit and implicit trait measures about the primary brand (counterbalanced). Participants then viewed descriptions of Tina Fey, American Express and Garnier, as well as two video advertisements, one of Tina Fey representing American Express and the other of her representing Garnier. After being shown the ads, the participants returned to Sentient Prime and completed the implicit association test again. They were then directed back to Qualtrics and completed the explicit brand personality measures for their selected brand. Lastly, they completed brand and celebrity familiarity questions and general demographic questions.

Results & Discussion

The primary goal of this part of the study was to investigate the possible transference of brand associations from one brand to another brand via the shared celebrity endorser. To investigate trait transference the initial implicit and explicit traits measures were compared to the final implicit and explicit measures. This comparison indicates if brand transference occurred via the celebrity endorser. Excel was used to analyze data for means, standard errors, and standard deviations, as well as creating various radar charts, pivot tables, and graphs that assist in visualizing the trait transference.

Data was collected both before and after exposure to the advertisements, allowing for the analysis of pre-exposure implicit and explicit associations and post-exposure implicit and explicit associations. For both the explicit and the implicit measures, the mean value was calculated for the pre and post exposure answers with regards to both American Express and Garnier. The mean values for explicit measures falls between 1 and 7. The mean values for implicit measures falls between 0 and 200, with 100 being the number that has the strongest correlation with the trait tested. Standard deviation and standard error were also calculated for

each trait, both pre and post. The difference between the pre-means and the post-means for each method and trait was also calculated. If the difference is double or more than the standard error, then the change is viewed as significant. These results are displayed in red text in Figure 4.

Figure 4

				Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
American Express	Qualtrics	Pre	Mean	4.5	3.7	4.2	3.7	4.4	4.2	4.2	5.4	2.2	2.6	3.8	5.3
			Std. Dev.	1.6	1.9	1.8	1.5	1.5	1.6	1.7	1.3	1.6	1.7	1.3	1.3
			Std. Err.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
		Post	Mean	4.6	3.7	4.4	4.3	4.7	4.7	3.8	5.4	2.5	3.0	4.0	5.1
			Std. Dev.	1.5	1.8	1.3	1.5	1.4	1.5	1.4	1.2	1.6	1.6	1.5	1.5
			Std. Err.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3
		Diff	Mean	0.1	0.0	0.2	0.6	0.3	0.5	-0.4	0.0	0.3	0.4	0.2	-0.2
			Std. Dev.	-0.1	-0.1	-0.4	0.0	-0.1	-0.2	-0.2	-0.1	0.0	-0.1	0.2	0.1
			Std. Err.	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
	Sentient	Pre	Mean	120.4	101.0	112.2	115.2	115.0	101.9	97.5	112.0	106.5	108.1	106.6	116.5
			Std. Dev.	24.3	37.2	36.3	47.5	40.8	42.2	42.7	40.1	43.2	36.6	35.1	39.0
			Std. Err.	4.6	7.0	6.9	9.0	7.7	8.0	8.1	7.6	8.2	6.9	6.6	7.4
		Post	Mean	104.9	114.3	97.3	114.8	104.1	109.9	104.7	108.8	104.1	117.4	101.9	104.1
			Std. Dev.	45.9	39.8	42.5	44.1	42.7	46.6	49.9	44.2	39.0	42.8	46.6	37.5
			Std. Err.	8.7	7.5	8.0	8.3	8.1	8.8	9.4	8.4	7.4	8.1	8.8	7.1
		Diff	Mean	-15.5	13.3	-14.9	-0.4	-10.9	8.1	7.2	-3.2	-2.5	9.2	-4.7	-12.4
			Std. Dev.	21.6	2.6	6.2	-3.4	2.0	4.5	7.2	4.1	-4.2	6.2	11.5	-1.5
			Std. Err.	4.1	0.5	1.2	-0.6	0.4	0.8	1.4	0.8	-0.8	1.2	2.2	-0.3

				Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
Garnier	Qualtrics	Pre	Mean	4.5	2.8	4.2	4.5	4.4	4.2	4.5	4.7	3.2	4.5	2.7	4.5
			Std. Dev.	1.5	1.4	1.6	1.6	1.4	1.4	1.6	1.1	1.7	1.5	1.5	1.2
			Std. Err.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2
		Post	Mean	4.8	3.3	4.4	5.1	4.5	4.3	4.3	4.9	3.7	3.6	4.5	5.2
			Std. Dev.	1.0	1.2	1.3	1.0	1.2	1.1	1.1	1.0	1.7	1.4	1.0	1.0
			Std. Err.	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2
		Diff	Mean	0.3	0.5	0.2	0.6	0.2	0.1	-0.3	0.1	0.6	-0.8	1.9	0.6
			Std. Dev.	-0.4	-0.2	-0.3	-0.6	-0.3	-0.3	-0.5	-0.2	-0.1	-0.1	-0.5	-0.2
			Std. Err.	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
	Sentient	Pre	Mean	124.4	116.9	101.5	123.9	115.7	120.7	124.7	106.6	96.6	99.6	99.2	105.1
			Std. Dev.	35.9	38.5	38.8	41.3	34.0	37.7	37.1	39.9	48.6	48.8	44.1	36.7
			Std. Err.	7.0	7.6	7.6	8.1	6.7	7.4	7.3	7.8	9.5	9.6	8.7	7.2
		Post	Mean	116.2	116.2	103.5	118.3	114.2	120.9	106.8	118.4	102.1	104.7	110.7	112.4
			Std. Dev.	37.2	37.2	43.8	46.7	36.4	39.6	39.7	45.0	37.6	39.5	43.1	39.2
			Std. Err.	7.3	7.3	8.8	9.2	7.1	7.8	7.8	8.8	7.4	7.7	8.4	7.7
		Diff	Mean	-8.2	-0.7	2.0	-5.5	-1.5	0.3	-17.9	11.9	5.5	5.1	11.6	7.4
			Std. Dev.	1.3	-1.3	5.0	5.4	2.5	1.9	2.7	5.2	-11.0	-9.3	-1.1	2.6
			Std. Err.	0.3	-0.3	1.1	1.1	0.5	0.4	0.5	1.0	-2.2	-1.8	-0.2	0.5

Both implicit and explicit measures found changes in traits. The traits associated with American Express that showed explicit change include down to earth (difference of 0.6), innovative (difference of 0.5), ordinary (difference of -0.4) and simple (difference of 0.4). The traits associated with American Express that showed implicit change include active (difference of -15.5), aggressive (difference of 13.3), bold (difference of -14.9), dynamic (difference of -10.9) and stable (difference of -12.4).

The change in mean trait associations, both implicitly and explicitly, shows that the advertisements did have an impact on how the subject participating in the study felt towards the brand in which they were being tested. The explicit and implicit trait changes for American Express are displayed in Figures 5 and 6.
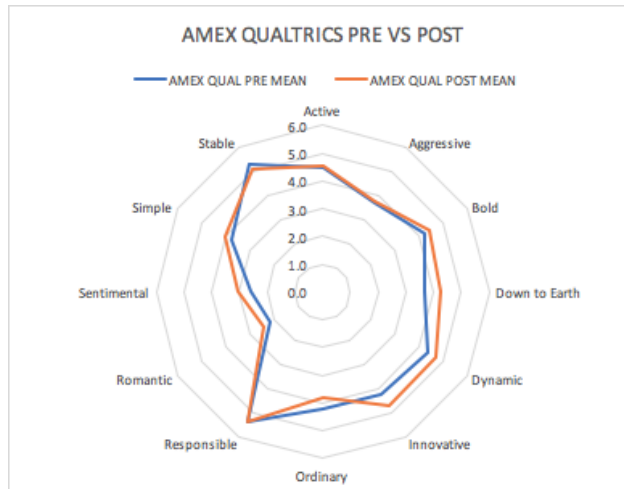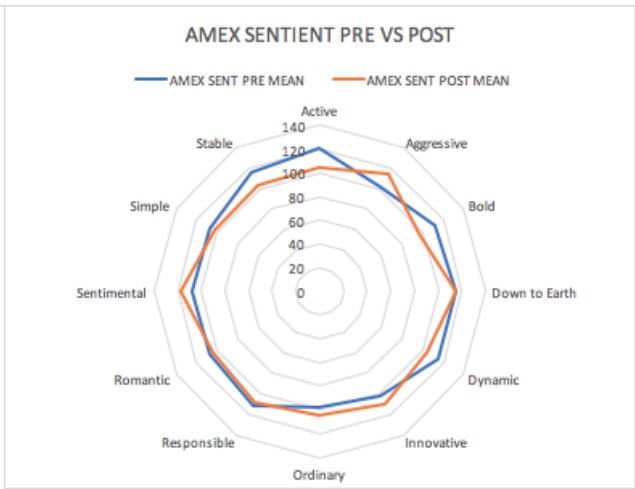
Figure 5	**Figure 6**
Explicit Measures	Implicit Measures

The traits associated with Garnier that showed explicit change include aggressive (difference of 0.5), down to earth (difference of 0.6), romantic (difference of 0.6), simple (difference of -0.8), sentimental (difference of 1.9) and stable (difference of 0.6). The traits associated with Garnier that showed implicit change include ordinary (difference of -17.9), responsible (difference of 11.9), and sentimental (difference of 11.6). The explicit and implicit trait changes for Garnier are displayed in Figures 7 and 8.

Figure 7
Explicit Measures
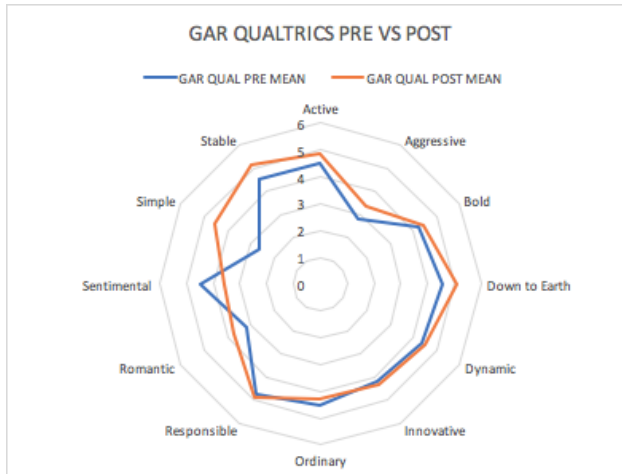
Figure 8
Implicit Measures
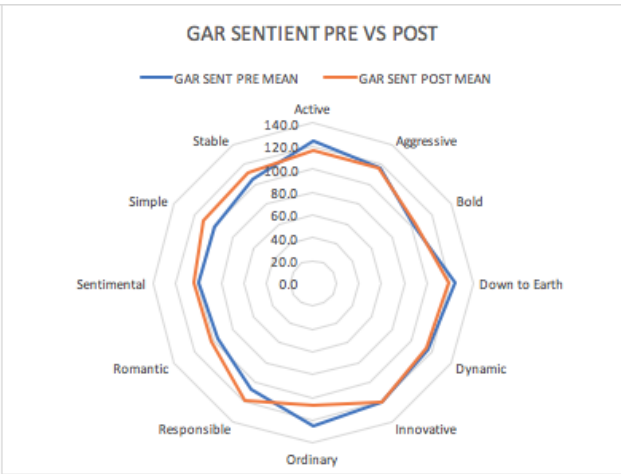
In addition to the individual charts created for both Garnier and American Express, when comparing the pre and post exposure maps for the implicit and explicit measures, visual change in the shape of the radar maps is significant. For both the implicit and explicit measures, the pre-exposure maps are quite different, showing the differences and strengths in perceived brand personality traits for both American Express and Garnier. There are areas where clear differences can be spotted where the blue line (American Express) and the orange line (Garnier) are not in line with one another. After the exposure to advertisements, the lines begin to align with one another. For both the explicit and implicit personality measures, the lines on the maps are more similar in shape after participants were exposed to the advertisements. This means that after the advertisements were shown, the implicit and explicit brand personalities that the consumer has of the both American Express and Garnier changed, picking up the stronger traits that were previously related to the other brand. The explicit trait pre-exposure and post-exposure comparison of Garnier and American Express are displayed in Figures 9 and 10.

Figure 9
Explicit Measures
Pre- Exposure Comparison
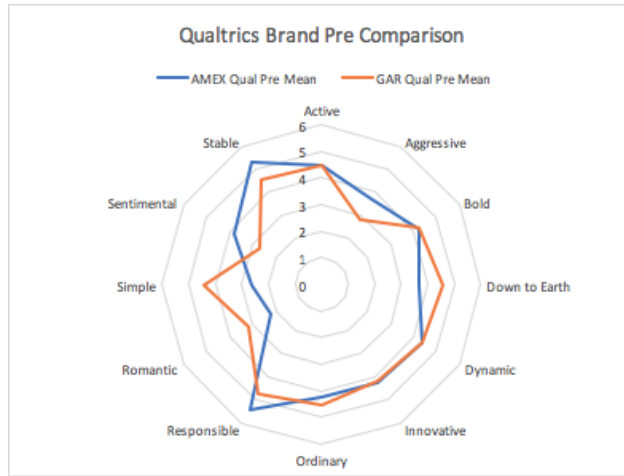
Figure 10
Explicit Measures
Post-Exposure Comparison
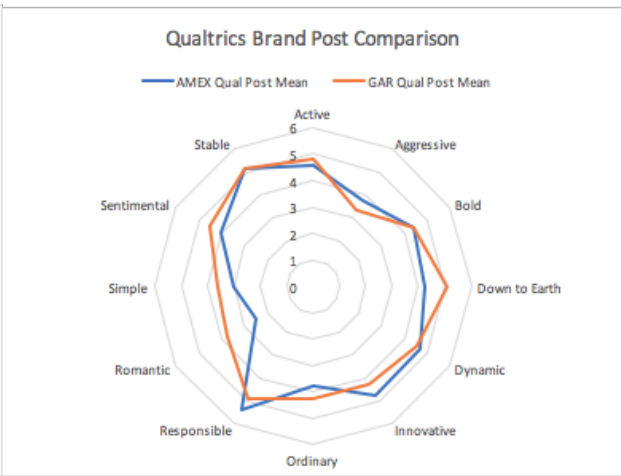
The implicit trait pre-exposure comparison and post-exposure comparison of Garnier and American Express are displayed in Figures 11 and 12.

Figure 11
Implicit Measures
Pre- Exposure Comparison
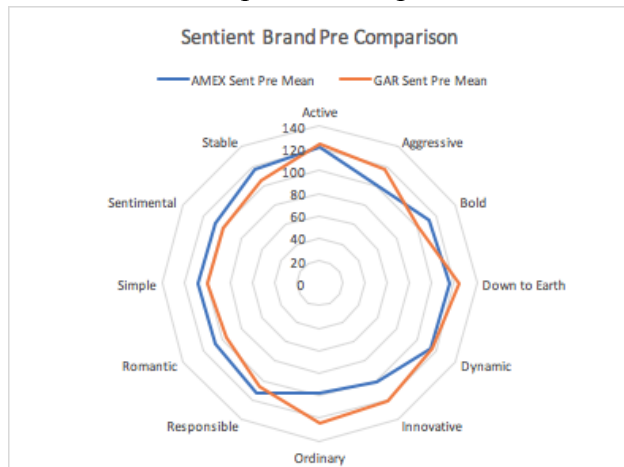
Figure 12
Implicit Measures
Post-Exposure Comparison
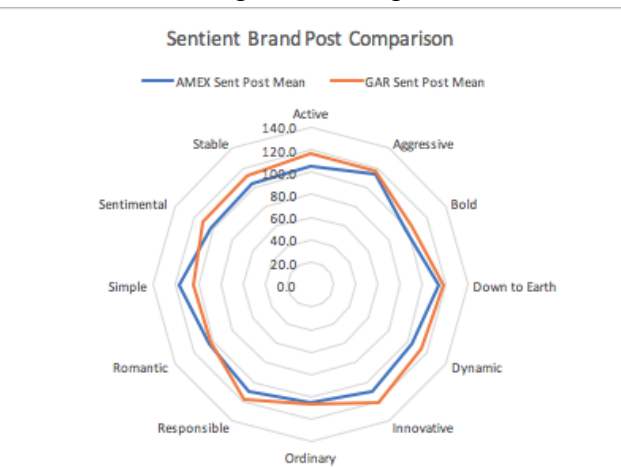
Conclusion

The purpose of this study was to analyze the risk of trait transference between two brands that share a celebrity endorsers. The study found that exposure to advertisements with a shared celebrity endorser between two brands can result in immediate trait transference of brand

personality traits. When comparing the pre-exposure mean personality measures for both implicit and explicit measures, the post-exposure mean personality measures showed significant change.

As a result of this study, it can be concluded that the link of a common celebrity endorser and two brands can cause an alteration in the associated brand personality of each component, both implicitly and explicitly. This is important knowledge for brands that are considering the use of a celebrity endorser. Brands need to be cautious of the brand personality and other associations of the other brands connected to the celebrity. If the brand associations of other brands who used the celebrity as an endorser are incongruent or not well aligned with the brand, it could have unwanted or even negative consequences associated with brand transference. If however, the associations of other brands are positive and well aligned with the brand, then the brand transference could have positive outcomes. If done strategically, this can give a brand the opportunity to benefit from the brand equity of other brands without having to form an official brand alliance

Additional research that can be conducted with this topic involves testing the rate of trait transference over a longer time span. This study tested for the trait transference immediately after exposure. Brand personalities have a very strong place in the minds of consumers and in order to change their opinion permanently, both implicitly and explicitly, it may take more time. If the same subjects of this study were tested the next day, the results may have gone back to what was found prior to their exposure to the advertisements.

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Appendix

A. Brand Personality Scale
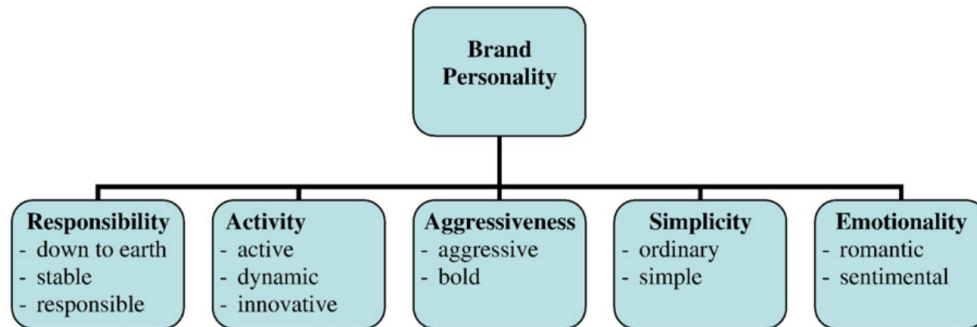
Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. International Journal of Research in
   Marketing, 26, 97-107.

B. IRB Approval

C. Study 1 Survey Questionnaire

INTRODUCTION

Welcome to the Brand and Celebrity Associations survey! My name is Pamela Merriman and I am currently conducting research about brand and celebrity associations as a part of my honors thesis at the University of New Hampshire. Thank you for taking the time to participate in this survey. Today we will be gaining insights about connections between a certain brand and celebrity using brand personality self report measures, which will then be followed by demographic questions. This survey should take approximately 10 minutes in total. Be assured that all of your answers provided will be kept in the strictest confidentiality. Please click the arrow below to proceed to the consent form.

CONSENT FORM FOR PARTICIPATION IN A RESEARCH STUDY

RESEARCHER AND TITLE OF STUDY

My name is Pamela Merriman and I am an undergraduate at the University of New Hampshire. The study being conducted is Brand and Celebrity Associations.

WHAT IS THE PURPOSE OF THIS FORM?

This consent form describes the research study and helps you to decide if you want to participate. It provides important information about what you will be asked to do in the study, about the risks and benefits of participating in the study, and about your rights as a research participant. You should:
- Read the information in this document carefully, and ask me or the research personnel any questions, particularly if you do not understand something.
- Not agree to participate until all your questions have been answered, or until you are sure that you want to.
- Understand that your participation in this study involves you taking a survey and completing a task that will last about 10 minutes.
- Understand that the potential risks of participating in this study are anticipated to be minimal.

WHAT IS THE PURPOSE OF THIS STUDY?

The purpose of this study is to explore common brand and celebrity associations. We are hoping to enroll 250 subjects will participate in this study. Participants must be at least 18 years old to participate in the study.

WHAT DOES YOUR PARTICIPATION IN THIS STUDY INVOLVE?

In this study, you will view a brand or a celebrity, complete a series of questions and complete a task about the brand or celebrity. You will then be asked some basic demographic and behavioral questions. The study will take about 10 minutes.

WHAT ARE THE POSSIBLE RISKS OF PARTICIPATING IN THIS STUDY?

This study involves minimal risk and is completely anonymous so issues of confidentiality are not a concern.

WHAT ARE THE POSSIBLE BENEFITS OF PARTICIPATING IN THIS STUDY?

You are not likely to benefit in any way from this study, but we hope that others will benefit from the results of this research.

WILL YOU RECEIVE ANY COMPENSATION FOR PARTICIPATING IN THIS STUDY?

No, there is no form of compensation for participating in this study.

DO YOU HAVE TO TAKE PART IN THIS STUDY?

Taking part in this study is completely voluntary. You may choose not to take part at all. If you agree to participate, you may refuse to answer any question. If you decide not to participate, you will not be penalized or lose any benefits for which you would otherwise qualify.

CAN YOU WITHDRAW FROM THIS STUDY?

If you agree to participate in this study and you then change your mind, you may stop participating at any time. Any data collected as part of your participation will remain part of the study records. If you decide to stop participating at any time, you will not be penalized or lose any benefits for which you would otherwise qualify.

HOW WILL THE CONFIDENTIALITY OF YOUR RECORDS BE PROTECTED?

Study responses are anonymous and no identifiable information will be collected. Responses will be stored in an online cloud space that is password protected. Both the researcher and the faculty advisor will have access to the data. If we write a report or article about this study or share the study data set with others, you will not be able to be directly identified. The data will be reported in aggregate. The results may be used in reports, presentations, and publications. You should understand that any form of communication over the Internet presents minimal risk of loss of confidentiality.

WHOM TO CONTACT IF YOU HAVE QUESTIONS ABOUT THIS STUDY?

If you have any questions pertaining to the research you can contact Pamela Merriman at psm2003@wildcats.unh.edu or Bruce Pfeiffer at bruce.pfeiffer@unh.edu to discuss them.
 If you have questions about your rights as a research subject you can contact Melissa McGee in UNH Research Integrity Services, (603) 862-2005 or melissa.mcgee@unh.edu to discuss them.
o   Click here if you consent to participate in the research study. (1)
o   Click here if you decline to participate in the research study. (2)

TINA FEY

Tina Fey is an American actress, comedian, writer, and producer. She is best known for her work on the NBC sketch comedy series Saturday Night Live (1997–2006) and for creating the acclaimed comedy series 30 Rock and Unbreakable Kimmy Schmidt. Fey has also starred in movies such as Date Night, Sisters, and Whiskey Tango Foxtrot.

Please rate your perceptions of Tina Fey on the following characteristics:
1 = Not characteristic of Tina Fey at all, 7 = Very characteristic of Tina Fey

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

AMERICAN EXPRESS

The American Express Company, also known as Amex, is an American multinational financial services corporation headquartered in Three World Financial Center in New York City. The company was founded in

1850, and is one of the 30 components of the Dow Jones Industrial Average.The company is best known for its credit card, charge card, and traveler's cheque businesses.

Please rate your perceptions of the American Express brand on the following characteristics:
1 = Not characteristic of American Express at all, 7 = Very characteristic of American Express

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

GARNIER

Second largest brand of the L'Oréal Group, Garnier is an international haircare and skincare brand with sub-brands in four categories and seven areas of expertise – among which Ultra DOUX, Fructis, SkinActive, Ambre Solaire, Nutrisse or Olia. Garnier is renowned for its know-how in harnessing the bounty of nature– fruits, seeds, buds and flowers with highly beneficial skincare and haircare properties. Their active ingredients are extracted using the brand's cutting-edge expertise and techniques to take full advantage of nature's energy, effectiveness and generosity.

Please rate your perceptions of the Garnier brand on the following characteristics:
1 = Not characteristic of Garnier at all, 7 = Very characteristic of Garnier

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

MATTHEW McCONAUGHEY

Matthew McConaughey is an American actor, director, producer, writer, and co-teacher at the University of Texas at Austin, where he co-teaches "Advanced Producing: Script to Screen". He first gained notice for his breakout role in the coming-of-age comedy Dazed and Confused, before going on to appear in the slasher film Texas Chainsaw Massacre: The Next Generation, and A Time to Kill. In the 2000s, McConaughey became best known for starring in romantic comedies and dramas, including The Wedding Planner, How to Lose a Guy in 10 Days, Fool's Gold, Magic Mike, The Wolf of Wall Street, and Interstellar.

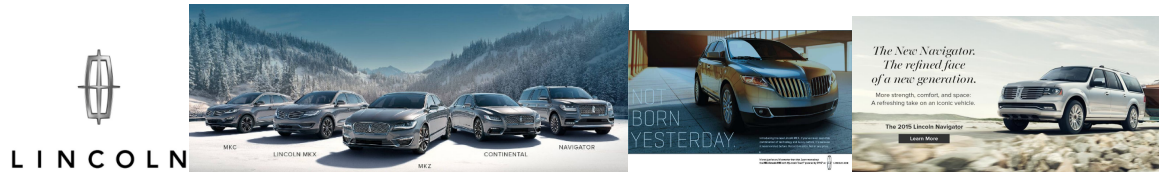Please rate your perceptions of Matthew McConaughey on the following characteristics:
1 = Not characteristic of Matthew McConaughey at all, 7 = Very characteristic of Matthew McConaughey

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

LINCOLN

The Lincoln Motor Company, also known simply as Lincoln, is a division of the Ford Motor Company that sells

luxury vehicles under the Lincoln brand. Founded in 1917 by Henry M. Leland, Lincoln became a subsidiary of Ford in 1922, but is now a division of Ford. The current Lincoln model range in North America consists of two sedans (Continental and MKZ), three crossover utility vehicles (MKC, MKT, and MKX), and a sport utility vehicle (Navigator/Navigator L). Lincoln also sells two vehicles specifically for limousine/livery use, both based on the MKT.

Please rate your perceptions of the Lincoln brand on the following characteristics:
1 = Not characteristic of Lincoln at all, 7 = Very characteristic of Lincoln

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

WILD TURKEY BOURBON

Wild Turkey Bourbon is a brand of Kentucky straight bourbon whiskey distilled and bottled by the Wild Turkey Distilling Co, a division of Campari Group. The distillery is located near Lawrenceburg, Kentucky. It offers tours and is part of the American Whiskey Trail and the Kentucky Bourbon Trail. In 2012, Wild Turkey 101 earned an 'Editor's Choice' award from Whisky Magazine. An aggregator from various "expert" body reviews places the 101 Single Barrel in the 97th percentile of all rated bourbons.

Please rate your perceptions of the Wild Turkey Bourbon brand on the following characteristics:
1 = Not characteristic of Wild Turkey Bourbon at all, 7 = Very characteristic of Wild Turkey Bourbon

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

FAMILIARITY/ENDORSERS

How familiar are you with Tina Fey?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any brands that Tina Fey endorses?

_____

How familiar are you with Garnier?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any celebrities that endorse Garnier?

_____

How familiar are you with American Express?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any celebrities that endorse American Express?

_____

How familiar are you with Matthew McConaughey?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)

o Slightly familiar (4)
o Not familiar at all (5)

Can you list any brands that Matthew McConaughey endorses?

_____

How familiar are you with Lincoln?
o Extremely familiar (1)
o Very familiar (2)
o Moderately familiar (3)
o Slightly familiar (4)
o Not familiar at all (5)

Can you list any celebrities that endorse Lincoln?

_____

How familiar are you with Wild Turkey Bourbon?
o Extremely familiar (1)
o Very familiar (2)
o Moderately familiar (3)
o Slightly familiar (4)
o Not familiar at all (5)

Can you list any celebrities that endorse Wild Turkey Bourbon?

_____

Demographics
What is your gender?
o Male (1)
o Female (2)
o Other (3)

What is your age?
o Under 18 (1)
o 18 - 24 (2)
o 25 - 34 (3)
o 35 - 44 (4)
o 45 - 54 (5)
o 55 - 64 (6)
o 65 - 74 (7)
o 75 - 84 (8)
o 85 or older (9)

What year are you in college? If other, please specify.
o Freshman (1)
o Sophomore (2)
o Junior (3)
o Senior (4)

o   Other (5) _____

Is English your first language? If no, what is your first language?
o   Yes (1)
o   No (2) _____

Have you lived in the United States for most of your life? If no, how many years have you lived in the United States?
o   Yes (1)
o   No (2)

Thank you for taking the time to complete this survey. We truly value the information you have provided. Your responses will contribute to my final honors thesis project. If you have any comments on the survey or the project, please contact myself at psm2003@wildcats.unh.edu or Bruce Pfeiffer at bruce.pfeiffer@wildcats.unh.edu

Many thanks,
Pamela Merriman University of New Hampshire

D. Study 1 Brand Positioning Maps

American Express, Garnier & Tina Fey Perceptual Map
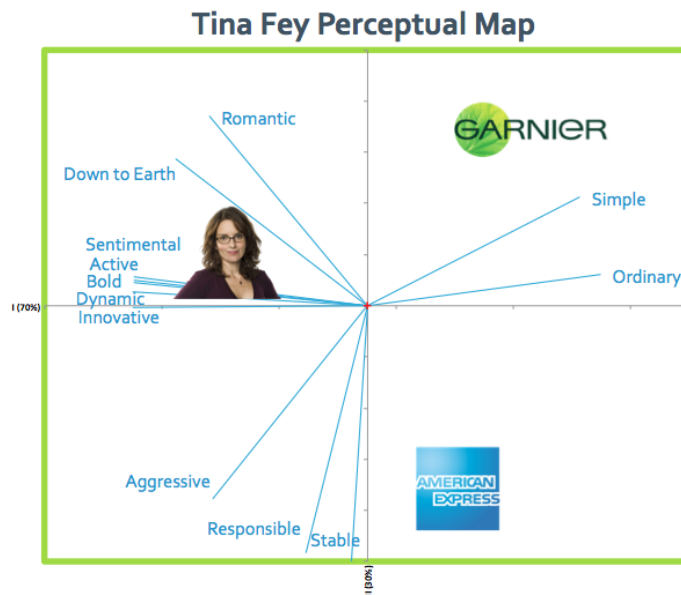
Lincoln, Matthew McConaughey & Wild Turkey Bourbon Perceptual Map

Matthew McConaughey Perceptual Map

Combined Perceptual Map
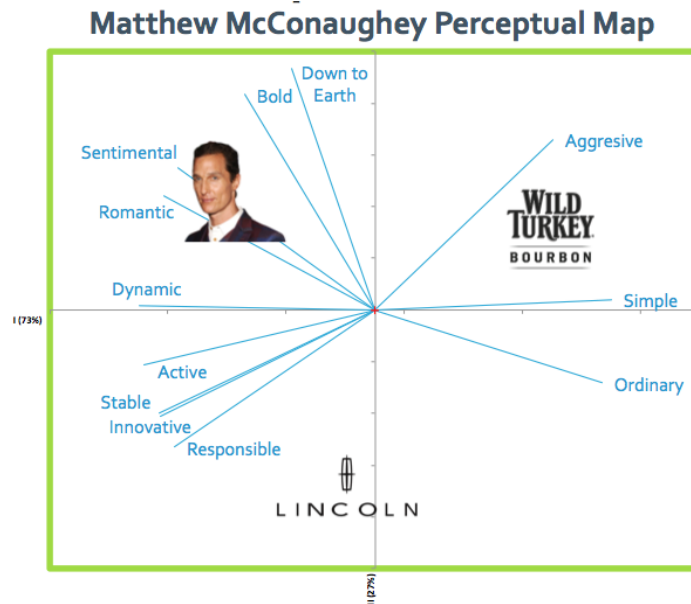
Combined Perceptual Map
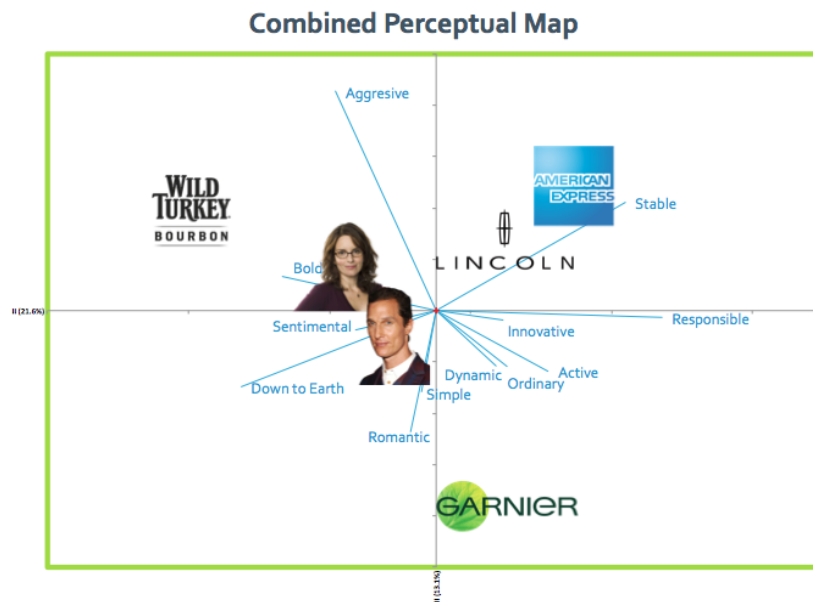
E. Study 2 Survey Questionnaire (3 Parts)

Part 1

INTRODUCTION

Welcome to the Brand and Celebrity Associations survey! My name is Pamela Merriman and I am currently conducting research about brand and celebrity associations as a part of my honors thesis at the University of

New Hampshire. Thank you for taking the time to participate in this survey. Today we will be gaining insights about connections between a certain brand and celebrity using brand personality self report measures, which will then be followed by demographic questions. This survey should take approximately 30 minutes in total. Be assured that all of your answers provided will be kept in the strictest confidentiality. Please click the arrow below to proceed to the consent form.

CONSENT FORM FOR PARTICIPATION IN A RESEARCH STUDY
RESEARCHER AND TITLE OF STUDY
My name is Pamela Merriman and I am an undergraduate at the University of New Hampshire. The study being conducted is Brand and Celebrity Associations.
WHAT IS THE PURPOSE OF THIS FORM?
This consent form describes the research study and helps you to decide if you want to participate. It provides important information about what you will be asked to do in the study, about the risks and benefits of participating in the study, and about your rights as a research participant. You should:
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- Not agree to participate until all your questions have been answered, or until you are sure that you want to.
- Understand that your participation in this study involves you taking a survey and completing a task that will last about 30 minutes.
- Understand that the potential risks of participating in this study are anticipated to be minimal.

WHAT IS THE PURPOSE OF THIS STUDY?
The purpose of this study is to explore common brand and celebrity associations. We are hoping to enroll 250 subjects will participate in this study. Participants must be at least 18 years old to participate in the study.

WHAT DOES YOUR PARTICIPATION IN THIS STUDY INVOLVE?
In this study, you will view a brand or a celebrity, complete a series of questions and complete a task about the brand or celebrity. You will then be asked some basic demographic and behavioral questions. The study will take about 30 minutes.

WHAT ARE THE POSSIBLE RISKS OF PARTICIPATING IN THIS STUDY?
This study involves minimal risk and is completely anonymous so issues of confidentiality are not a concern.

WHAT ARE THE POSSIBLE BENEFITS OF PARTICIPATING IN THIS STUDY?
You are not likely to benefit in any way from this study, but we hope that others will benefit from the results of this research.

WILL YOU RECEIVE ANY COMPENSATION FOR PARTICIPATING IN THIS STUDY?
No, there is no form of compensation for participating in this study.

DO YOU HAVE TO TAKE PART IN THIS STUDY?
Taking part in this study is completely voluntary. You may choose not to take part at all. If you agree to participate, you may refuse to answer any question. If you decide not to participate, you will not be penalized or lose any benefits for which you would otherwise qualify.

CAN YOU WITHDRAW FROM THIS STUDY?
If you agree to participate in this study and you then change your mind, you may stop participating at any

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HOW WILL THE CONFIDENTIALITY OF YOUR RECORDS BE PROTECTED?
Study responses are anonymous and no identifiable information will be collected. Responses will be stored in an online cloud space that is password protected. Both the researcher and the faculty advisor will have access to the data. If we write a report or article about this study or share the study data set with others, you will not be able to be directly identified. The data will be reported in aggregate. The results may be used in reports, presentations, and publications. You should understand that any form of communication over the Internet presents minimal risk of loss of confidentiality.

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 If you have questions about your rights as a research subject you can contact Melissa McGee in UNH Research Integrity Services, (603) 862-2005 or melissa.mcgee@unh.edu to discuss them.
o   Click here if you consent to participate in the research study. (1)
o   Click here if you decline to participate in the research study. (2)

TINA FEY/AMERICAN EXPRESS
PLEASE REVIEW THE FOLLOWING:
Tina Fey is an American actress, comedian, writer, and producer. She is best known for her work on the NBC sketch comedy series Saturday Night Live (1997–2006) and for creating the acclaimed comedy series 30 Rock and Unbreakable Kimmy Schmidt. Fey has also starred in movies such as Date Night, Sisters, and Whiskey Tango Foxtrot.
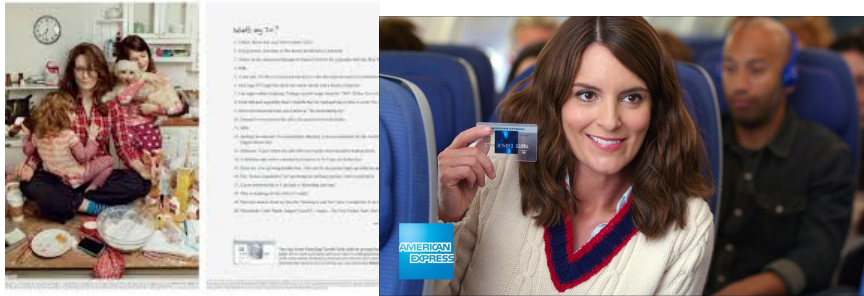

PLEASE REVIEW THE FOLLOWING:
The American Express Company, also known as Amex, is an American multinational financial services corporation headquartered in Three World Financial Center in New York City. The company was founded in 1850, and is one of the 30 components of the Dow Jones Industrial Average.The company is best known for its credit card, charge card, and traveler's cheque businesses.

Tina Fey is currently an endorser for American Express.

Please rate your perceptions of the American Express brand on the following characteristics:
1 = Not characteristic of American Express at all, 7 = Very characteristic of American Express

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

Directed to Sentient Prime

TINA FEY/GARNIER

PLEASE REVIEW THE FOLLOWING:

Tina Fey is an American actress, comedian, writer, and producer. She is best known for her work on the NBC sketch comedy series Saturday Night Live (1997–2006) and for creating the acclaimed comedy series 30 Rock and Unbreakable Kimmy Schmidt. Fey has also starred in movies such as Date Night, Sisters, and Whiskey Tango Foxtrot.

PLEASE REVIEW THE FOLLOWING:

Second largest brand of the L'Oréal Group, Garnier is an international haircare and skincare brand with sub-brands in four categories and seven areas of expertise – among which Ultra DOUX, Fructis, SkinActive, Ambre Solaire, Nutrisse or Olia. Garnier is renowned for its know-how in harnessing the bounty of nature–fruits, seeds, buds and flowers with highly beneficial skincare and haircare properties. Their active ingredients are extracted using the brand's cutting-edge expertise and techniques to take full advantage of

nature's energy, effectiveness and generosity.

Tina Fey is currently an endorser for Garnier.

Please rate your perceptions of the Garnier brand on the following characteristics:
1 = Not characteristic of Garnier at all, 7 = Very characteristic of Garnier

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

Directed to Sentient Prime

Part 2

TINA FEY/AMERICAN EXPRESS

PLEASE REVIEW THE FOLLOWING:

Tina Fey is an American actress, comedian, writer, and producer. She is best known for her work on the NBC sketch comedy series Saturday Night Live (1997–2006) and for creating the acclaimed comedy series 30 Rock and Unbreakable Kimmy Schmidt. Fey has also starred in movies such as Date Night, Sisters, and Whiskey Tango Foxtrot.

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Tina Fey is currently an endorser of both Garnier and American Express.

PLEASE WATCH THE FOLLOWING:

https://youtu.be/AV5MZzBLu2I
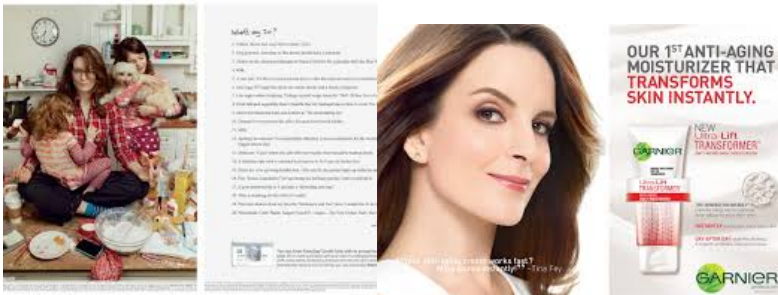
PLEASE WATCH THE FOLLOWING:

Directed to Sentient Prime

TINA FEY/GARNIER

PLEASE REVIEW THE FOLLOWING:

Tina Fey is an American actress, comedian, writer, and producer. She is best known for her work on the NBC sketch comedy series Saturday Night Live (1997–2006) and for creating the acclaimed comedy series 30 Rock and Unbreakable Kimmy Schmidt. Fey has also starred in movies such as Date Night, Sisters, and Whiskey Tango Foxtrot.

Second largest brand of the L'Oréal Group, Garnier is an international haircare and skincare brand with sub-brands in four categories and seven areas of expertise – among which Ultra DOUX, Fructis, SkinActive, Ambre Solaire, Nutrisse or Olia. Garnier is renowned for its know-how in harnessing the bounty of nature–fruits, seeds, buds and flowers with highly beneficial skincare and haircare properties. Their active ingredients are extracted using the brand's cutting-edge expertise and techniques to take full advantage of nature's energy, effectiveness and generosity.


The American Express Company, also known as Amex, is an American multinational financial services corporation headquartered in Three World Financial Center in New York City. The company was founded in 1850, and is one of the 30 components of the Dow Jones Industrial Average.The company is best known for its credit card, charge card, and traveler's cheque businesses.

Tina Fey is currently an endorser of both American Express and Garnier.

PLEASE WATCH THE FOLLOWING:

https://youtu.be/k82E-_YZERM

PLEASE WATCH THE FOLLOWING:

https://youtu.be/AV5MZzBLu2I
Directed to Sentient Prime

Part 3

TINA FEY/AMERICAN EXPRESS

Please rate your perceptions of the American Express brand on the following characteristics:
1 = Not characteristic of American Express at all, 7 = Very characteristic of American Express

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

How familiar are you with Tina Fey?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any brands that Tina Fey endorses?

_____

How familiar are you with Garnier?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any celebrities that endorse Garnier?

_____

How familiar are you with American Express?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any celebrities that endorse American Express?

_____

What is your gender?
o   Male (1)
o   Female (2)
o   Other (3)

What is your age?
o   Under 18 (1)
o   18 - 24 (2)
o   25 - 34 (3)
o   35 - 44 (4)
o   45 - 54 (5)
o   55 - 64 (6)
o   65 - 74 (7)
o   75 - 84 (8)
o   85 or older (9)

What year are you in college? If other, please specify.
o   Freshman (1)

o   Sophomore (2)
o   Junior (3)
o   Senior (4)
o   Other (5) _____

Is English your first language? If no, what is your first language?
o   Yes (1)
o   No (2) _____

Have you lived in the United States for most of your life? If no, how many years have you lived in the United States?
o   Yes (1)
o   No (2)

Thank you for taking the time to complete this survey. We truly value the information you have provided. Your responses will contribute to my final honors thesis project. If you have any comments on the survey or the project, please contact myself at psm2003@wildcats.unh.edu or Bruce Pfeiffer at bruce.pfeiffer@wildcats.unh.edu
Many thanks,
Pamela Merriman University of New Hampshire

TINA FEY/GARNIER

Please rate your perceptions of the Garnier brand on the following characteristics:
1 = Not characteristic of Garnier at all, 7 = Very characteristic of Garnier

	1	2	3	4	5	6	7
Down to Earth	○	○	○	○	○	○	○
Stable	○	○	○	○	○	○	○
Responsible	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○
Dynamic	○	○	○	○	○	○	○
Innovative	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Bold	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○
Simple	○	○	○	○	○	○	○
Romantic	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○

How familiar are you with Tina Fey?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any brands that Tina Fey endorses?
_____

How familiar are you with Garnier?
o   Extremely familiar (1)
o   Very familiar (2)

o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any celebrities that endorse Garnier?

_____

How familiar are you with American Express?
o   Extremely familiar (1)
o   Very familiar (2)
o   Moderately familiar (3)
o   Slightly familiar (4)
o   Not familiar at all (5)

Can you list any celebrities that endorse American Express?

_____

What is your gender?
o   Male (1)
o   Female (2)
o   Other (3)

What is your age?
o   Under 18 (1)
o   18 - 24 (2)
o   25 - 34 (3)
o   35 - 44 (4)
o   45 - 54 (5)
o   55 - 64 (6)
o   65 - 74 (7)
o   75 - 84 (8)
o   85 or older (9)

What year are you in college? If other, please specify.
o   Freshman (1)
o   Sophomore (2)
o   Junior (3)
o   Senior (4)
o   Other (5) _____

Is English your first language? If no, what is your first language?
o   Yes (1)
o   No (2) _____

Have you lived in the United States for most of your life? If no, how many years have you lived in the United States?
o   Yes (1)
o   No (2)

Thank you for taking the time to complete this survey. We truly value the information you have provided. Your responses will contribute to my final honors thesis project. If you have any comments on the survey or the project, please contact myself at psm2003@wildcats.unh.edu or Bruce Pfeiffer at bruce.pfeiffer@wildcats.unh.edu

Many thanks,
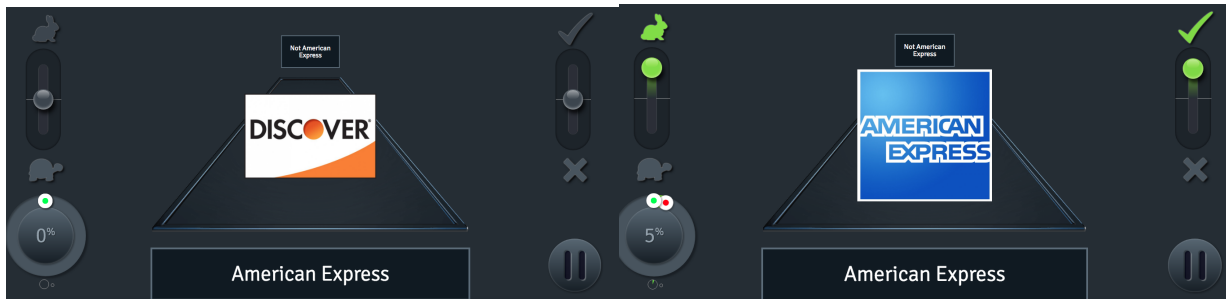
Pamela Merriman University of New Hampshire

F. Sentient Prime Screen Shots
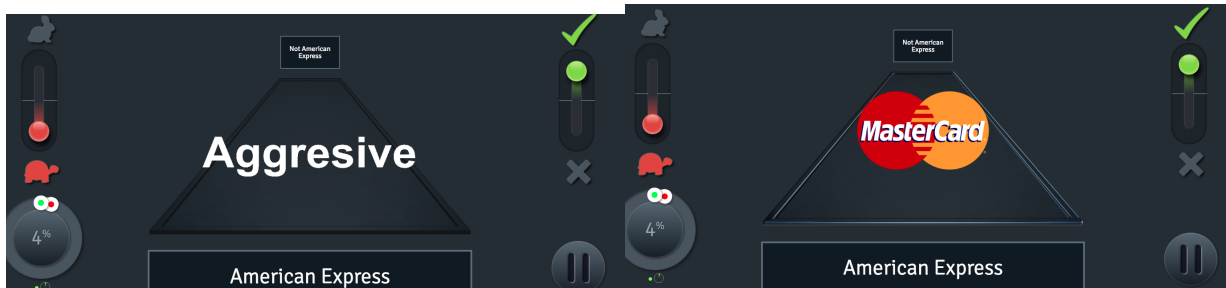
Home: Original Start Screen

Part 1: Sorting by Image; No priming used

Down arrow = American Express Up arrow = Not American Express

Part 2: Sorting by Image; Priming used (word presented on the screen before the image is displayed)

Down arrow = American Express Up arrow = Not American Express

G. Study 2 Analysis

Means and Differences

			Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
American Express	Qualtrics	Pre — Mean	4.5	3.7	4.2	3.7	4.4	4.2	4.2	5.4	2.2	2.6	3.8	5.3
		Pre — Std. Dev.	1.6	1.9	1.8	1.5	1.5	1.6	1.7	1.3	1.6	1.7	1.3	1.3
		Pre — Std. Err.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
		Post — Mean	4.6	3.7	4.4	4.3	4.7	4.7	3.8	5.4	2.5	3.0	4.0	5.1
		Post — Std. Dev.	1.5	1.8	1.3	1.5	1.4	1.5	1.4	1.2	1.6	1.6	1.5	1.5
		Post — Std. Err.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3
		Diff — Mean	0.1	0.0	0.2	0.6	0.3	0.5	-0.4	0.0	0.3	0.4	0.2	-0.2
		Diff — Std. Dev.	-0.1	-0.1	-0.4	0.0	-0.1	-0.2	-0.2	-0.1	0.0	-0.1	0.2	0.1
		Diff — Std. Err.	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
	Sentient	Pre — Mean	120.4	101.0	112.2	115.2	115.0	101.9	97.5	112.0	106.5	108.1	106.6	116.5
		Pre — Std. Dev.	24.3	37.2	36.3	47.5	40.8	42.2	42.7	40.1	43.2	36.6	35.1	39.0
		Pre — Std. Err.	4.6	7.0	6.9	9.0	7.7	8.0	8.1	7.6	8.2	6.9	6.6	7.4
		Post — Mean	104.9	114.3	97.3	114.8	104.1	109.9	104.7	108.8	104.1	117.4	101.9	104.1
		Post — Std. Dev.	45.9	39.8	42.5	44.1	42.7	46.6	49.9	44.2	39.0	42.8	46.6	37.5
		Post — Std. Err.	8.7	7.5	8.0	8.3	8.1	8.8	9.4	8.4	7.4	8.1	8.8	7.1
		Diff — Mean	-15.5	13.3	-14.9	-0.4	-10.9	8.1	7.2	-3.2	-2.5	9.2	-4.7	-12.4
		Diff — Std. Dev.	21.6	2.6	6.2	-3.4	2.0	4.5	7.2	4.1	-4.2	6.2	11.5	-1.5
		Diff — Std. Err.	4.1	0.5	1.2	-0.6	0.4	0.8	1.4	0.8	-0.8	1.2	2.2	-0.3

			Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
Garnier	Qualtrics	Pre — Mean	4.5	2.8	4.2	4.5	4.4	4.2	4.5	4.7	3.2	4.5	2.7	4.5
		Pre — Std. Dev.	1.5	1.4	1.6	1.6	1.4	1.4	1.6	1.1	1.7	1.5	1.5	1.2
		Pre — Std. Err.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2
		Post — Mean	4.8	3.3	4.4	5.1	4.5	4.3	4.3	4.9	3.7	3.6	4.5	5.2
		Post — Std. Dev.	1.0	1.2	1.3	1.0	1.2	1.1	1.1	1.0	1.7	1.4	1.0	1.0
		Post — Std. Err.	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2
		Diff — Mean	0.3	0.5	0.2	0.6	0.2	0.1	-0.3	0.1	0.6	-0.8	1.9	0.6
		Diff — Std. Dev.	-0.4	-0.2	-0.3	-0.6	-0.3	-0.3	-0.5	-0.2	-0.1	-0.1	-0.5	-0.2
		Diff — Std. Err.	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
	Sentient	Pre — Mean	124.4	116.9	101.5	123.9	115.7	120.7	124.7	106.6	96.6	99.6	99.2	105.1
		Pre — Std. Dev.	35.9	38.5	38.8	41.3	34.0	37.7	37.1	39.9	48.6	48.8	44.1	36.7
		Pre — Std. Err.	7.0	7.6	7.6	8.1	6.7	7.4	7.3	7.8	9.5	9.6	8.7	7.2
		Post — Mean	116.2	116.2	103.5	118.3	114.2	120.9	106.8	118.4	102.1	104.7	110.7	112.4
		Post — Std. Dev.	37.2	37.2	43.8	46.7	36.4	39.6	39.7	45.0	37.6	39.5	43.1	39.2
		Post — Std. Err.	7.3	7.3	8.8	9.2	7.1	7.8	7.8	8.8	7.4	7.7	8.4	7.7
		Diff — Mean	-8.2	-0.7	2.0	-5.5	-1.5	0.3	-17.9	11.9	5.5	5.1	11.6	7.4
		Diff — Std. Dev.	1.3	-1.3	5.0	5.4	2.5	1.9	2.7	5.2	-11.0	-9.3	-1.1	2.6
		Diff — Std. Err.	0.3	-0.3	1.1	1.1	0.5	0.4	0.5	1.0	-2.2	-1.8	-0.2	0.5

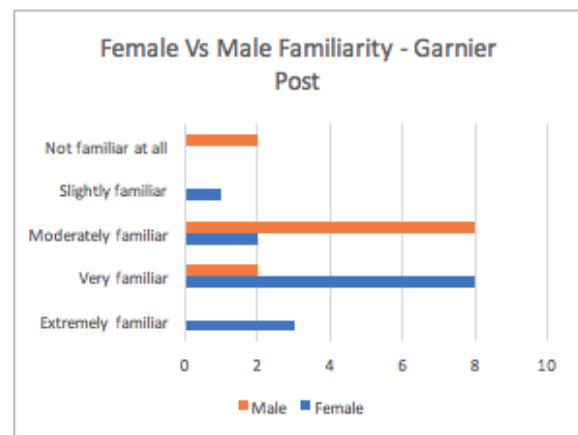|	Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
AMEX Qual Pre Mean	4.5	3.7	4.2	3.7	4.4	4.2	4.2	5.4	2.2	2.6	3.8	5.3
GAR Qual Pre Mean	4.5	2.8	4.2	4.5	4.4	4.2	4.5	4.7	3.2	4.5	2.7	4.5

	Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
AMEX Qual Post Mean	4.6	3.7	4.4	4.3	4.7	4.7	3.8	5.4	2.5	3.0	4.0	5.1
GAR Qual Post Mean	4.8	3.3	4.4	5.1	4.5	4.3	4.3	4.9	3.7	3.6	4.5	5.2

	Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
AMEX Sent Pre Mean	120.4	101.0	112.2	115.2	115.0	101.9	97.5	112.0	106.5	108.1	106.6	116.5
GAR Sent Pre Mean	124.4	116.9	101.5	123.9	115.7	120.7	124.7	106.6	96.6	99.6	99.2	105.1

	Active	Aggressive	Bold	Down to Earth	Dynamic	Innovative	Ordinary	Responsible	Romantic	Simple	Sentimental	Stable
AMEX Sent Post Mean	104.9	114.3	97.3	114.8	104.1	109.9	104.7	108.8	104.1	117.4	101.9	104.1
GAR Sent Post Mean	116.2	116.2	104.3	118.3	114.2	120.9	106.8	118.4	102.1	104.7	110.7	112.4

Gender vs. Familiarity

Female Vs Male Familiarity - AmEx Pre

Female Vs Male - Familiarity AmEx Post

Female Vs Male Familiarity - Garnier Pre

Female Vs Male Familiarity - Garnier Post

H. Study 2 Radar Charts