

BRANDWEEK

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DATA STORE-AGE

Some insights from pr firm Jericho Communications, which conducted a little pre-holiday, post-shopping research among 2,500 people carrying shopping bags at malls.

Celeb endorsers people say they would buy products from

1. *Queer Eye's* Carson Kressley
2. Arnold Schwarzenegger
3. Kobe Bryant
4. Ashton Kutcher
5. Paris Hilton, Ben Affleck (tie)

Least-wanted celeb pitchers

1. Trista Rehn
2. Donald Trump
3. George Steinbrenner
4. Ryan Seacrest
5. Rosie O'Donnell

NET VALUE: 5% of shoppers said they would buy Michael Jordan-endorsed products, while 4% named LeBron James.

IS THIS ANYTHING?: A David Letterman-endorsed product would sway 2%, while Jay Leno got a 1.6% rating.

SAVING THEMSELVES: 72% of women said they spent less than \$150 the day after a night of sex with their sweetie. But two-thirds (65%) fed the mall *more* than \$150 after a partner's night out with the guys.

A SHOE-IN: 34% of the mall shoppers said they'd bought shoes that day, while others snagged shirts (31%), jeans (28%) and haircare items (27%).

NO GRAY AREA: 40% of clothing purchasers bought black, while only 7% went white.

IF IT'S TUESDAY, THIS MUST BE FRUIT OF THE LOOM: Days of the week women buy products:

- MONDAY:** Shirts
TUESDAY: Underwear
WEDNESDAY: Jackets
THURSDAY: Jeans
FRIDAY: Cosmetics
SATURDAY: Bras