

**NEW STUDY SHOWS THAT THE ELECTION AND
THE ECONOMY MAY HAVE DAMPENED OUR TRUST IN AMERICA,
BUT IT'S DONE WONDERS FOR OUR SEX LIVES**

“Emotional Distancing” Forecast Shows That It May Be Hard Times for President Bush and Advertisers, But It Should Be One Heck of a Valentine’s Day

NEW YORK, NY, (February 6, 2001) -- The recent election, the softening economy and the rise in energy prices may not be as bad for the nation as you might think. According to a recent survey, conducted by DiMassimo Brand Advertising in New York City, these events may have made people far more doubtful of things like our national government and corporate America, but may also have made them much more sexual. There was a **69% increase in Americans sex drives who were ‘negatively affected’ by the election process and economy.** And sex drive is not the only thing on the rise... The survey also found that **people who were disillusioned by the election were eight times more likely to have a rise in the frequency of their sexual encounters since November** (and you thought Clinton was the expert on sex in this country).

The survey, which informally queried 1,200 people across the country about their views on current events compared to their television viewing, reading, web surfing, purchasing and sexual habits, discovered that **Gore supporters have shown a 34% higher rise in sex than those who supported “Dubya” since November. And people who said they “hated” Hillary Clinton showed a 57% higher rise in sex and 43% higher rise in romance over the past three months compared to those who voted for Hillary.** The survey also found that **among those concerned about the slowing of the economy, 64% said they planned on spending more money this Valentine’s Day than they have in the past.**

Although the Internet slide was a negative for some, people who make purchases via the Internet reported showed a substantial rise in romance (36%), sex (49%) and time spent with their kids (41%).

Emotional Distancing, the theory developed by Mark DiMassimo, President and Executive Creative Director of DiMassimo Brand Advertising based on his previous research, is the phenomenon which occurs when people have access to an overwhelming amount of information. In order to control the negative emotions connected to overwhelm and the largely negative nature of the information, a numbing and distancing occurs. The more information – DiMassimo’s theory predicts – the more emotionally distant a person becomes.

The study also showed that **people who found the recent fall in the economy as “greatly damaging to their trust in American brands,” have increased their romantic interludes by 28% and their sexual interludes by 15% over the last year. Also, only 18% said that they are loyal to a specific laundry detergent. And those who said they were not loyal to laundry detergent were five times as likely to have said they have shared fantasies with their spouse/mate than those who were loyal to detergent.**

“People are becoming harder and harder to reach. They don’t trust government or businesses,” explained DiMassimo. “But people need to trust and believe in something, and are turning to their families for this trust and intimacy. As marketers, we must get on the inside, by understanding our consumer’s emotional needs and attitudes, ideally as well as a family member. If we don’t, our selling messages will fall on increasingly deaf ears.”

DiMassimo Brand Advertising currently boasts \$175 million in billings and 85 employees and was founded in 1996 by President and Executive Creative Director Mark DiMassimo. Clients include The Plaza Hotel and Crunch Fitness, among others.

Mark DiMassimo is available for interviews.

Did You Know...

According to DiMassimo's Emotional Distancing Theory...

Looking For Consumers In All The Wrong Places

Of those polled, 69% said that they did not purchase a single product this year because of an advertisement they saw on TV. Of that group, there was a 34% rise in sex with their significant other over the past year.

I'm More Loyal To My Husband Than To My Teeth, That's For Sure

Of those queried, 52% said that they are not loyal to one brand of toothpaste. Those who said they were loyal to toothpaste were four times less likely to have said that they have worn sexy underwear to excite their spouse in the last year.

The Most Intimate Load of Laundry

Only 18% said that they are loyal to a specific laundry detergent. Those who said they were not loyal to laundry detergent were five times as likely to have said they have shared fantasies with their spouse/mate than those who were loyal to a detergent.

Honey, Happy Thursday

Just 5% of the people surveyed now say that there is only one brand of car they would buy, and that group is three times less likely to buy their spouse a gift on a non-special occasion than people who are not loyal to one brand of car.

The Internet Makes Me a More Well-Rounded Person

People who make purchases via the Internet showed a substantial rise in romance (36%), sex (49%) and time spent with their kids (41%).

Mr. Charmin May Be Getting Horny

People who said they always bought the same brand of toilet paper (13%) had sex least often compared to all of the other people surveyed. Those who said they no longer had a toilet paper brand preference, on average, had sex at least two times more often than those who were brand loyal.

Santa Might Have Gotten A Raw Deal, But it Looks Like Cupid Will Make Out Like A Banchee

Among those concerned about the slowing of the economy, 64% said they planned on spending more money this Valentine's Day than they have in the past.

The Aroused Chad

People who were disillusioned by the election were eight times more likely to have a rise in the frequency of their sexual encounters since November.

The Romantic, Intimate Chad

Those negatively affected by the election process were three times more likely to buy a romantic gift for their significant others and five times more likely to describe their planned gift for Valentine's Day as "extremely intimate" compared to those people who were not negatively affected by the election process.

Bet You Never Thought Alan Greenspan Could Have Such an Effect on People

People who found the recent fall in the economy as “greatly damaging to their trust in American brands,” have increased their romantic interludes by 28% and their sexual interludes by 15% over the last year.

He May Not Be That Stiff

People surveyed who were Gore supporters have shown a 34% higher rise in sex than those who supported “Dubya.”

Honey, Hillary Isn’t That Great, Is She???

People who said they “hated” Hillary Clinton also showed a 57% higher rise in sex and a 43% higher rise in romance over those who voted for Hillary.

The Power of Ads

People who said that their trust in advertisements were “extremely low” were also 33% more likely to say that they have maintained one monogamous relationship over the past year, over those who said their trust had not been affected.

The Power of the News

People who were negatively affected by the election and economy showed a 69% increase in their sex drives.

Don’t Worry, Be Happy

Those who rated their worries about the economy as being extremely high were also:

- 32% less likely to read a book by an author they had never read before
- 22% more likely to say that they were currently reading a romance novel than those not worried
- 43% more likely to say they book shop at a store for the experience than those not worried about the economy
- Perhaps surprisingly, 15% more likely to shop at a clothing store that they knew rather than to bargain hunt
- 34% more likely to say that the number one attribute in picking a vacation destination is children’s activities

Return to Pleasure

Gore voters were 23% more likely than Bush voters to say that for their next vacation, they plan to revisit a place where they had a good time.

Honey, We Forgot the Kids

People who voted for Bush were 29% less likely to say that they plan on taking their children on future vacations, than people who voted for Gore.

Give Me Something to Believe In

Surprisingly, people who reported that the election brought out doubts in their beliefs in this country were 31% more likely to say that they are attracted to clothing brands that use the American flag as an icon.