SPONSORPULSE

Star Power: Top Celebrities of H1 2024

The world of celebrity and influencer marketing is ever evolving—responding dynamically to changing consumer behaviors and the integration of new technologies. Recent industry shifts have demonstrated that traditional metrics like likes, impressions, and engagements no longer suffice in capturing the true potential and influence of celebrity endorsements. Maximizing the value of celebrity sponsorships calls for a more sophisticated approach.

At SponsorPulse, our methodology for measuring the impact of celebrity partnerships extends beyond conventional means, incorporating insights into celebrity awareness, likability, interest, and their potential impact on brand partnerships. This refocus not only redefines how we assess celebrity influence, but also improves how brands engage with their target audiences through these popular figures.

Understanding Celebrity Metrics

With 32% of global consumers expressing a desire for increased investment in celebrity and influencer endorsements, it's clear that audiences crave meaningful interactions with brands represented by their favorite personalities.

However, many sponsorship marketers still face challenges in measuring the impact of celebrities on their target demographics. A primary hurdle for brands is the subjective nature of metrics like sentiment and relevance, which can fluctuate based on external factors such as media coverage and public events.

Enter: SponsorPulse. Our approach to consumer insights is rooted in a robust, data-driven approach that combines quantitative insights with trend analysis, enabling brands to make informed decisions based on comprehensive data rather than anecdotal evidence.

How we measure celebrity impact—capturing the full picture of a celebrity's influence:

Reach & Interest

These metrics assess how well-known a celebrity is and how much genuine interest they generate among the public.

Sentiment & Relevance

This measures the emotional connection audiences feel towards a celebrity, and whether or not they want to meet them.

Impact & Momentum

This looks at how celebrity endorsements influence consumer behavior towards a brand and assesses the celebrity's potential to maintain or increase brand influence over time.

Best in Show: The Top 20 Celebrities of H1

When it comes to these heavy hitters, each name brings their own flair that fans can't resist. Here's a closer look at the top 20 celebrities from H1 2024, based on a comprehensive analysis of our key metrics:

01

Kevin Hart

Known for his energetic comedy and relatable personality.

Opportunity Score:
92

02

Lionel Messi

Loved globally for his incredible football skills and humble demeanor.

Opportunity Score:
90

03

LeBron James

Revered for his excellence in basketball and philanthropic efforts.

Opportunity Score:
85

04

Tiger Woods

Esteemed for his legendary status in golf and remarkable career longevity.

Opportunity Score:
84

05

Ryan Reynolds

Loved for his witty humor and engaging social media presence.

Opportunity Score:
82

06

Taylor Swift

Celebrated for her heartfelt storytelling and strong connection with fans.

Opportunity Score:
81

07

Drake

Influential for his unique sound and trendsetting in music.

Opportunity Score:
80

08

Michael Jordan

Legendary for his unparalleled achievements in basketball and business acumen.

Opportunity Score:
80

09

Serena Williams

Respected for her dominance in tennis and vocal advocacy for equality.

Opportunity Score:
79

10

Steph Curry

Revered for revolutionizing basketball with his incredible shooting skills.

Opportunity Score:
73

11

Simone Biles

Inspirational for her gymnastics success and advocacy for mental health.

Opportunity Score:
72

12	**The Weeknd** Recognized for his distinctive musical style and influence in pop culture.	Opportunity Score: **72**
13	**Tom Brady** Admired for his unmatched NFL career and dedication to health and fitness.	Opportunity Score: **71**
14	**Seth Rogen** Liked for his comedic performances and entrepreneurial ventures.	Opportunity Score: **71**
15	**Travis Kelce** Known for his on-field dominance and charismatic off-field personality.	Opportunity Score: **70**
16	**Patrick Mahomes** Noted for his innovative play and leadership in football.	Opportunity Score: **69**
17	**Jamie Foxx** Appreciated for his versatility as an actor and musician.	Opportunity Score: **69**
18	**Justin Bieber** Popular for his musical evolution and transparency with his mental health challenges.	Opportunity Score: **68**
19	**Pedro Pascal** Loved for his captivating performances and charismatic presence in both television and film.	Opportunity Score: **67**
20	**Mr. Beast** Admired for his innovative and generous YouTube content that resonates with a wide audience.	Opportunity Score: **66**

Key Metrics that Define Celebrity Data

SponsorPulse offers several key metrics to gauge the effectiveness of celebrities in influencing and engaging their audiences:

Awareness

Awareness gauges the percentage of Americans who recognize a celebrity, quantifying the reach of their public presence. However, as you'll discover, awareness doesn't necessarily translate to likability or impact

01

Kevin Hart

Known for his energetic comedy and relatable personality.

94%

02	**Kanye West** Admired for his groundbreaking influence in music and fashion.	93%
03	**Taylor Swift** Celebrated for her heartfelt storytelling and strong connection with fans.	93%
04	**Serena Williams** Respected for her dominance in tennis and vocal advocacy for equality.	92%
05	**LeBron James** Revered for his excellence in basketball and philanthropic efforts.	91%
06	**Justin Bieber** Popular for his musical evolution and transparency with his mental health challenges.	88%
07	**Tiger Woods** Esteemed for his legendary status in golf and remarkable career longevity.	88%
08	**Jamie Foxx** Appreciated for his versatility as an actor and musician.	88%
09	**Michael Jordan** Legendary for his unparalleled achievements in basketball and business acumen.	86%
10	**Ryan Reynolds** Loved for his witty humor and engaging social media presence.	84%

Likability

Likability measures how much fans genuinely enjoy and approve of a celebrity. It indicates the potential for a celebrity to enhance brand favorability when endorsed, showcasing the positive association and goodwill that can be transferred to the brand.

Top 10 Most Liked Celebrities, Among Aware

01	**Ryan Reynolds** Prized for his charismatic personality and sharp wit.	58%
02	**Kevin Hart** Adored for his infectious energy and relatable humor.	55%
03	**Max Verstappen** Respected for his skill and sportsmanship in Formula 1 racing.	53%

04	**Jamie Foxx** Valued for his versatility and charisma in both acting and music.	52%
05	**Freddie Freeman** Liked for his consistency and sportsmanship in baseball.	51%
06	**Simone Biles** Loved for her resilience and groundbreaking gymnastics performances.	51%
07	**Joe Burrow** Celebrated for his leadership on the football field and composure under pressure.	50%
08	**Aja Wilson** Appreciated for her dominance in basketball and advocacy off the court.	48%
09	**Michael Jordan** Legendary for his competitive nature and success both on and off the basketball court.	48%
10	**Kawhi Leonard** Respected for his quiet determination and exceptional skills on the basketball court.	47%

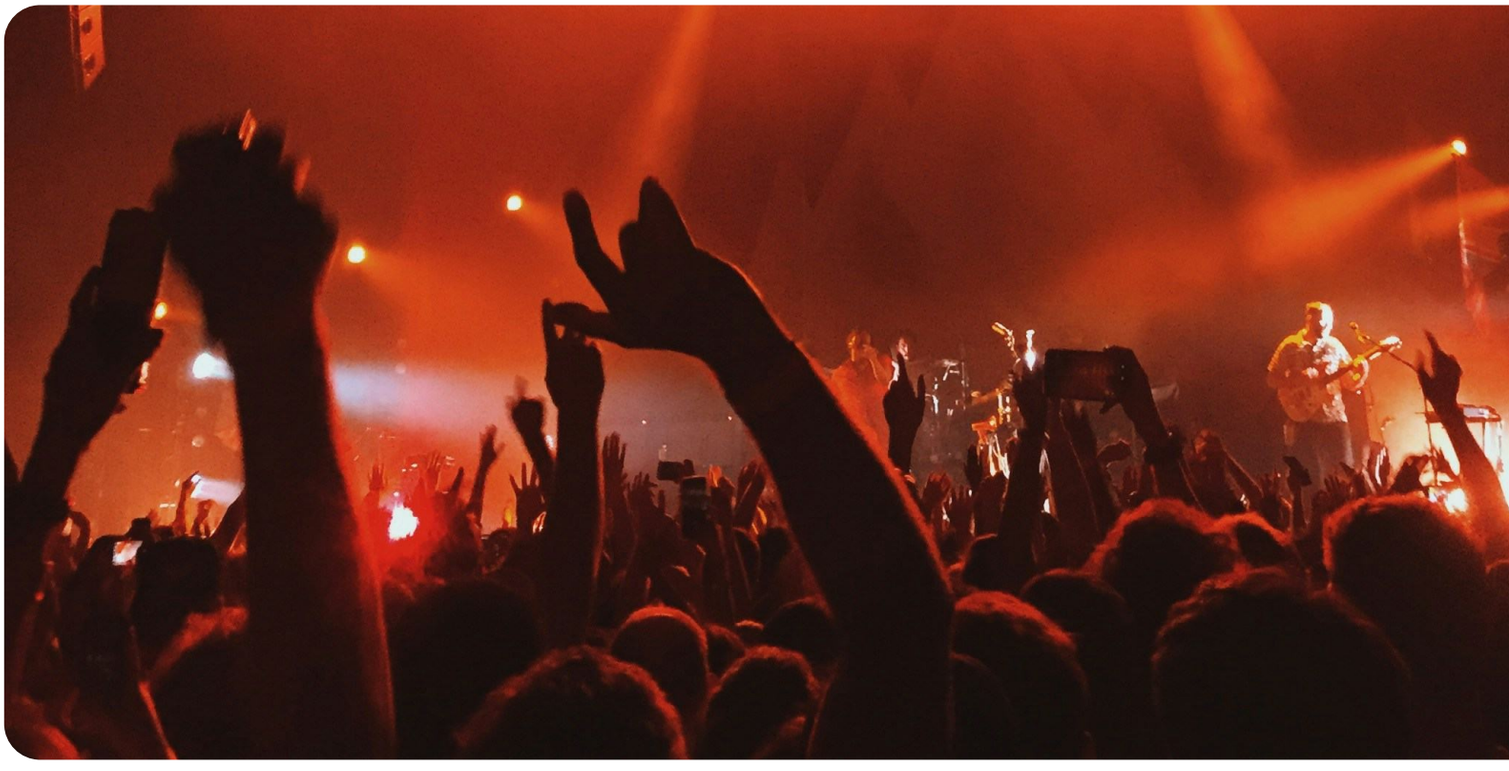
Desire to Meet

This metric measures fans' desire to personally meet the celebrity, reflecting the individual's personal appeal and relatability. This is particularly useful in experiential marketing campaigns where direct interaction could significantly boost brand perception and customer loyalty.

Top 10 Celebrities That Fans Want to Meet, Among Aware

01	**Sophia Smith** Draws fans with her approachability and rising soccer talent.	**43%**
02	**Nick Kyrgios** Known for his controversial personality and exciting presence in tennis.	**41%**
03	**Cade Cunningham** Engages fans with his on-court charisma and promising basketball career.	**41%**
04	**Shai Gilgeous-Alexander** Attracts fans with his sleek playstyle and potential in basketball.	**37%**

05	**Jayson Tatum** Popular for his rapid ascension in basketball and engaging play.	37%
06	**Ja Morant** Admired for his electrifying athleticism and engaging personality.	37%
07	**Paul Pogba** Liked for his flair on the soccer field and stylish off-field persona.	37%
08	**Paige Bueckers** Respected for her skill and determination in women's basketball.	36%
09	**Donovan Mitchell** Enjoyed for his explosive performances and likable nature.	36%
10	**Connor Bedard** Anticipated for his potential and skill in ice hockey.	36%



Interested In

This evaluates how much fans want to learn more about or continue to engage with what the celebrity does. It can indicate sustained interest, beneficial for long-term endorsement contracts, as it suggests that the celebrity can keep the audience engaged over time with their activities and endorsements.

The Top 10 Celebrities That Fans are Interested In, Among Aware

01	**Carlos Correa** Captivates fans with his leadership and skill in baseball.	48%
02	**Bryce Young** Attracts attention with his promising career as a football quarterback.	48%
03	**Jamal Murray** Known for his thrilling play and clutch performances in basketball.	45%
04	**Gerrit Cole** Admired for his pitching prowess and intensity on the baseball mound.	45%
05	**Aaron Judge** Revered for his home-run hitting ability and presence in baseball.	44%
06	**Kylian Mbappé** Loved for his breathtaking speed and skill in soccer.	43%
07	**Brandon Ingram** Appreciated for his smooth scoring ability and growth in basketball.	42%

08	**Bryce Harper** Liked for his charismatic play and dedication in baseball.	42%
09	**DeMar DeRozan** Respected for his scoring ability and leadership in basketball.	42%
10	**Paul Goldschmidt** Valued for his consistent performance and professionalism in baseball.	42%

Drive to Support Brand Partners

This quantifies the likelihood of fans to support brands associated with the celebrity, serving as a direct indicator of the potential return on investment for companies considering that celebrity for endorsements.

The Top 10 Celebrities That Drive Brand Support, Among Aware

01	**Erling Haaland** His endorsements highly influence fans' purchasing decisions due to his striking presence in soccer.	48%
02	**Lewis Hamilton** Trusted for his championship pedigree and activism in Formula 1 racing.	48%
03	**Sophia Smith** Her endorsements resonate strongly due to her relatability and rising profile in soccer.	45%
04	**Justin Jefferson** Liked for his dynamic play and engaging personality in football.	45%

05	**Luka Doncic** Fans are drawn to his impressive skills and charismatic presence in basketball.	44%
06	**DeMar DeRozan** Appreciated for his authenticity and connection with fans.	43%
07	**Sabrina Ionescu** Admired for her leadership and pioneering role in women's basketball.	42%
08	**Rory McIlroy** Respected for his consistency and likability in golf.	42%
09	**Brandon Ingram** Supported for his humble approach and engaging style in basketball.	42%
10	**Wander Franco** Attracts fans with his youthful energy and potential in baseball.	42%

Momentum

This evaluates how much fans want to learn more about or continue to engage with what the celebrity does. It indicates sustained interest, beneficial for long-term endorsement contracts, suggesting that the celebrity can keep the audience engaged over time with their activities and endorsements.

01	**Erling Haaland** Celebrated for his goal-scoring prowess and dynamic presence in soccer.	34%
02	**Elly De La Cruz** Admired for his explosive talent and promising future in baseball.	29%
03	**Caitlin Clark** Loved for her exceptional skills and leadership in women's basketball.	27%
04	**Harry Kane** Respected for his consistent performance and sportsmanship in soccer.	26%
05	**Max Verstappen** Revered for his remarkable skill and sportsmanship in Formula 1 racing.	25%
06	**Bam Adebayo** Appreciated for his defensive prowess and versatility in basketball.	25%
07	**Arch Manning** Anticipated for his potential and famous lineage in football.	24%
08	**Shai Gilgeous-Alexander** Valued for his smooth playing style and emerging talent in basketball.	24%

09	**Freddie Freeman** Liked for his consistent performance and sportsmanship in baseball.	**24%**
10	**Kylian Mbappé** Adored for his electrifying speed and skill in soccer.	**24%**

Go Deeper with SponsorPulse

Discover the power of celebrity insights with SponsorPulse. Our platform provides access to advanced metrics and data-driven analyses that reveal the true influence of the celebrities we can’t get enough of.

Download the full report today to learn about the top 50 celebrities of H1 2024 and how they impact brand engagement and consumer behavior.