MRI/E-Score *leverages the power of advanced audience data to optimize endorsements, product placements, and sponsorships.* To provide a rich, granular understanding of consumer/celebrity compatibility, GfK MRI and E-Poll Market Research have partnered, creating a source of strategic and tactical insight for agencies, advertisers, and content creators.

Through the **MRI/E-Score fusion**, you can integrate consumer and celebrity insights as never before, empowering smarter decisions about:

Endorsement Fit	Product Placement	Media Placement
Connecting a celebrity to an existing brand, or helping to take the product in a new direction	Matching a show's cast with the best fit products for ease and security of product placement	Finding the right ad vehicles for shows built around specific celebrity appeal

Take the guesswork out with our **unique data fusion!**

E-POLL MARKET RESEARCH

TAKE THE GUESSWORK OUT OF CELEBRITY-FOCUSED MARKETING

MRI

6,500+
Products/Services

4,000+
Celebrities

600
Categories

E-Poll has set the standard in measuring the marketability of celebrities, brands, and entertainment programs. Its innovative E-Score® suite of research products includes critical awareness, appeal and attribute measures for over 4,000 celebrities.

MRI is the leading producer of advanced audience data in the US market. Its **Survey of the American Consumer®** is used in the majority of media and marketing plans, covering consumption of over 6,500 products and services in nearly 600 categories. MRI also brings ad targets to life through psychographics and insights on attitudes, leisure activities, and media behaviors.

Together, we allow marketers to align of talent, customer, category, and brand with unprecedented accuracy.

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