



# AUTHENTICITY: CELEBRITIES AND THE BRANDS THEY ENDORSE





# METHODOLOGY

- ROS Research conducted a proprietary tracking study to assess the market's usage patterns as well as the recall, fit, and authenticity of celebrities who sponsor major cell phone service providers.
- A total of 992 interviews were completed from February 6 to March 23, 2026
- Participants were members of ROS Research's proprietary panel who were invited via email to complete a self-administered survey.
  - U.S. general population
  - Age 18+
  - No quotas on gender, age breaks, ethnicity, income or other socio-economic factors were observed.
- Data were analyzed as a total, carrier and by age and gender groups. When relevant, segment data will be presented throughout the report.

# EXECUTIVE SUMMARY

Familiarity with several major celebrities was lower than expected, with none exceeding a 42% familiarity level among the total sample. Kevin Hart, Taylor Swift, and Sylvester Stallone generated the highest familiarity scores.

Despite these relatively low familiarity levels, most celebrities have built substantial fanbases. Among respondents who were familiar with the individuals, at least 60% reported being fans for nine of the twelve celebrities evaluated. Only one celebrity recorded a fan affinity level below 50%.

In general, aided and unaided awareness of celebrities endorsing cell phone providers were closely aligned. For Verizon and T-Mobile, awareness levels of their celebrity spokespersons were nearly identical regardless of prompting. Luke Wilson and Ryan Reynolds showed directionally higher aided awareness for the brands they represent, though these differences were not statistically significant.

Conversely, about half of respondents were able to recall Ted Danson and Mike Rowe as spokespersons for Consumer Cellular and Pure Talk when prompted. Even so, these figures corresponded with the lowest overall recall among the celebrities tested.

Overall, respondents generally believe that celebrities are selective about the brands they endorse, choosing partnerships that align with their personal values.





# EXECUTIVE SUMMARY

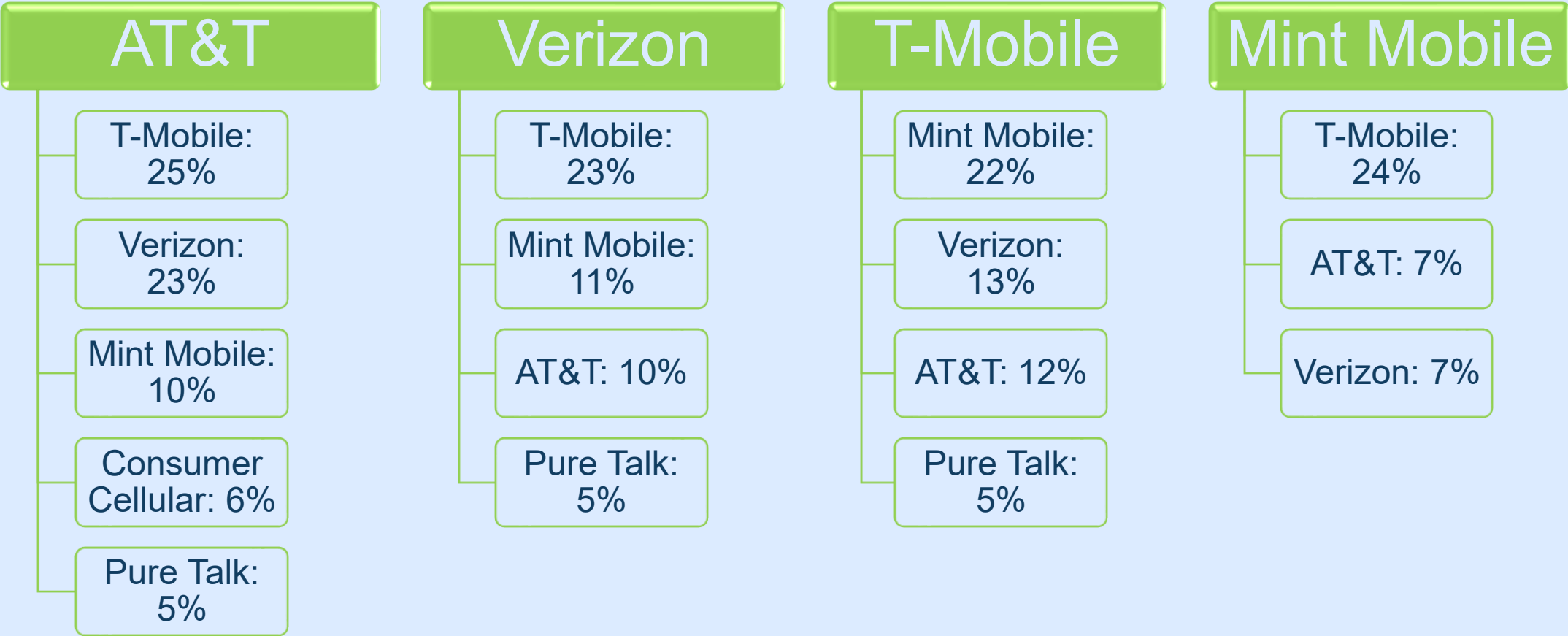
Advertisement recall was overwhelmingly driven by existing customers, with 90% of recall for each provider coming from its own subscribers. This indicates that consumers were far more attuned to messaging from their current carrier, while ads from competitors were likely filtered out due to lower relevance or strong brand engagement.

Future consideration closely aligned with current subscription, as 80% of respondents would choose their existing provider first. When consumers do consider switching, their options were largely confined to the dominant players—AT&T, Verizon, and T-Mobile—highlighting significant inertia in the category.

Perceptions of celebrity endorsements generally reflected those of the broader population. However, Mint Mobile stood out, with nearly all subscribers viewing Ryan Reynolds' involvement as authentic rather than financially motivated. Similar, though less pronounced, T-Mobile and Verizon subscribers expressed the same opinion about Billy Bob Thornton and Kevin Hart's engagement with their respective brands.

# HOPPING BEFORE SETTling

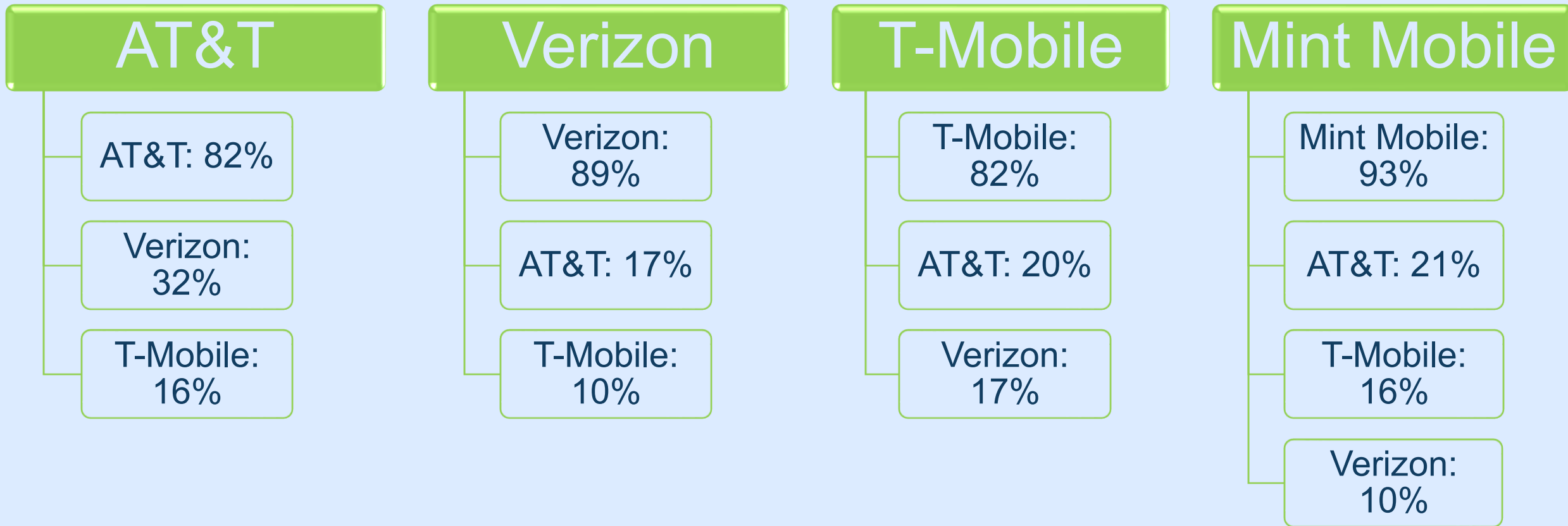
- Approximately a quarter of AT&T, Verizon, and Mint Mobile subscribers used T-Mobile prior to settling with their current provider.
- Almost a quarter of T-Mobile's current users were Mint Mobile subscribers.



Which mobile carriers have you ever used?  
Base: Total sample (n=992)

# IF IT'S NOT BROKEN, WHY FIX IT?

- Verizon and AT&T were the brands with the highest future consideration, mostly fueled by current subscribers.
- One in every three AT&T users will consider switching to Verizon while only 17% Verizon users would consider switching to AT&T.



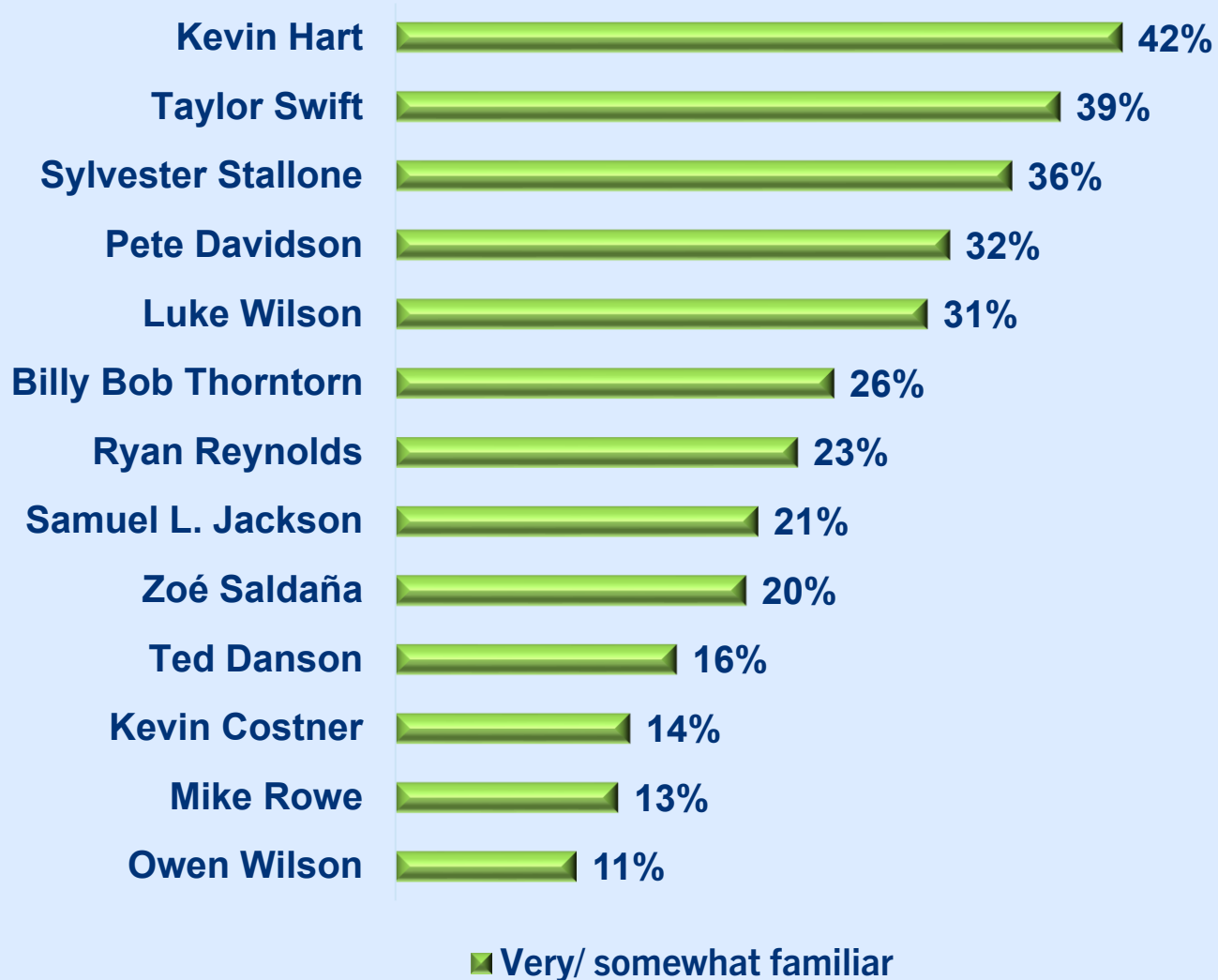
# TUNING OUT COMPETITORS

- Over 90% of ad recall for each cell phone carrier comes from their subscribers. Recall of competing brands was marginal when compared to the current carrier.



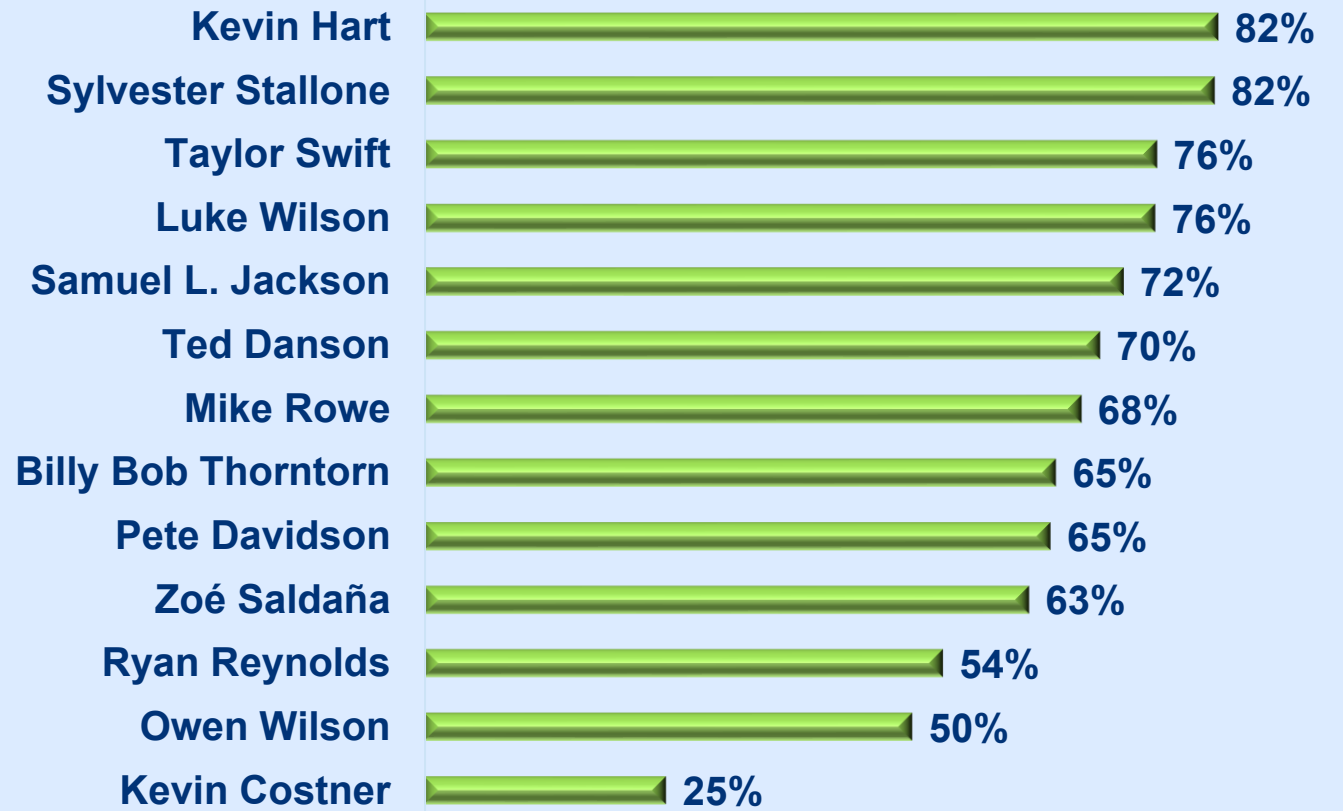
|                   | Total | AT&T | Verizon | T-Mobile | Mint Mobile | Consumer Cellular | Pure Talk | Metro by T-Mobile |
|-------------------|-------|------|---------|----------|-------------|-------------------|-----------|-------------------|
| Verizon           | 39%   | 19%  | 96%     | 12%      | 0%          | 6%                | 2%        | 25%               |
| AT&T              | 34%   | 94%  | 11%     | 7%       | 1%          | 2%                | 7%        | 25%               |
| T-Mobile          | 25%   | 7%   | 7%      | 92%      | 6%          | 4%                | 5%        | 50%               |
| Mint Mobile       | 8%    | 2%   | 2%      | 1%       | 96%         | 0%                | 2%        | 25%               |
| Consumer Cellular | 7%    | 2%   | 2%      | 3%       | 0%          | 90%               | 5%        | 0%                |
| Pure Talk         | 5%    | 0%   | 2%      | 1%       | 4%          | 0%                | 88%       | 25%               |

# NOT AS FAMILIAR AS WE THOUGHT...





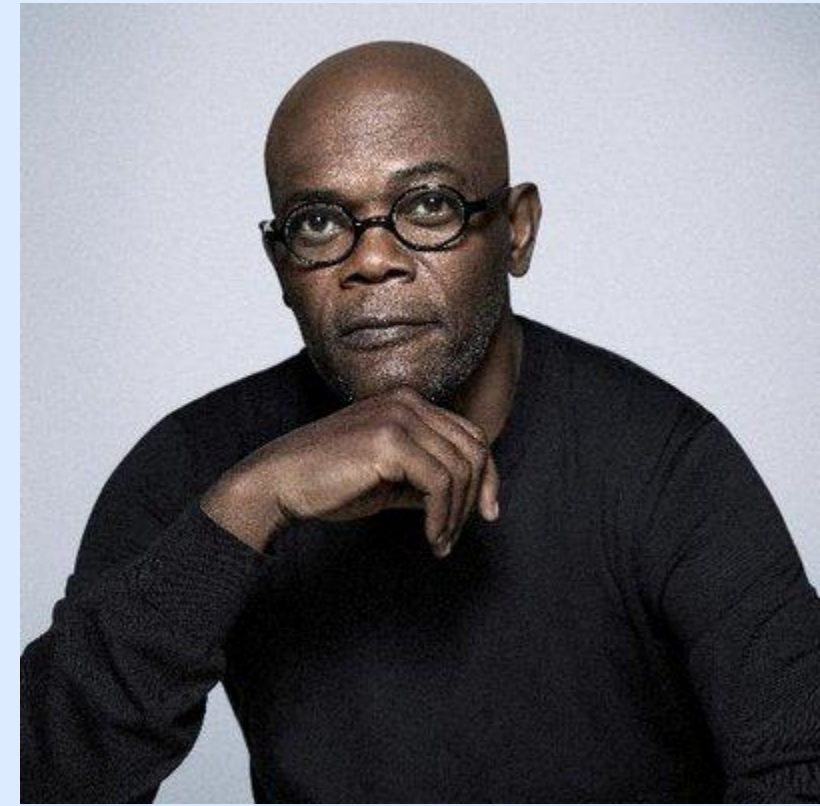
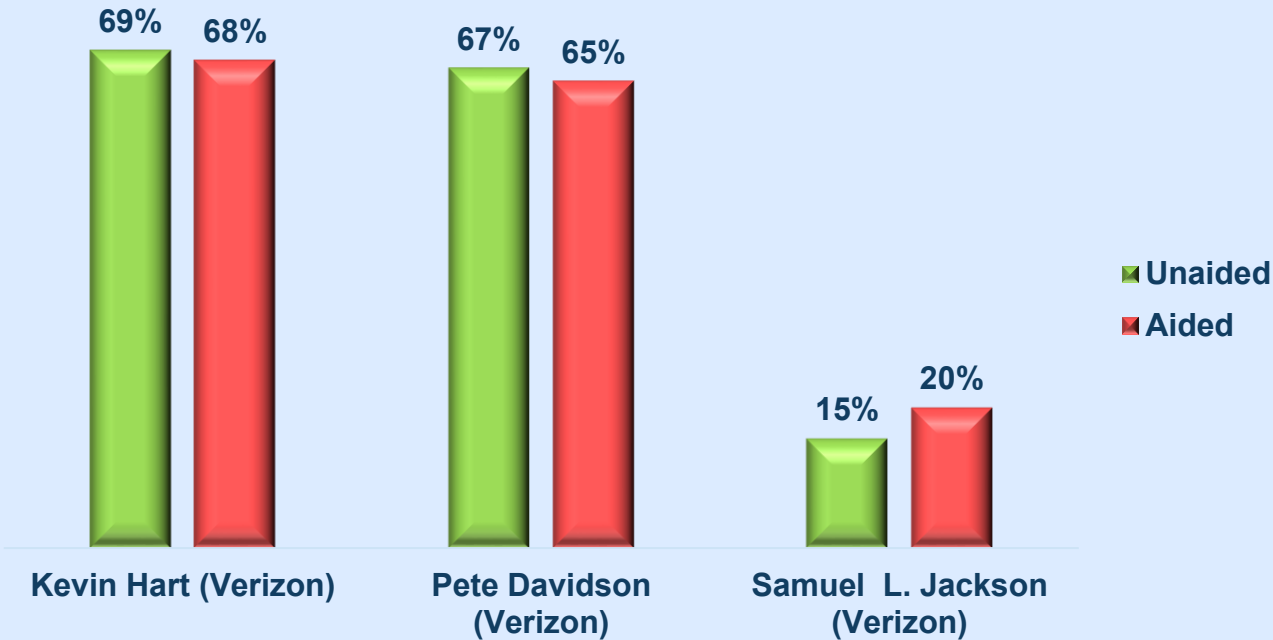
# ... BUT PASSIONS RUN DEEP



■ Huge/ somewhat fan

To what degree would you say that you're a fan of each of the following celebrities?  
Based to those familiar to each celebrity

# DO THEY MOVE THE NEEDLE?



Correct brand recall for Kevin Hart and Pete Davidson was almost identical on an aided and unaided basis. Samuel L. Jackson had the lowest unaided brand recall, but the highest lift from the aided prompt.

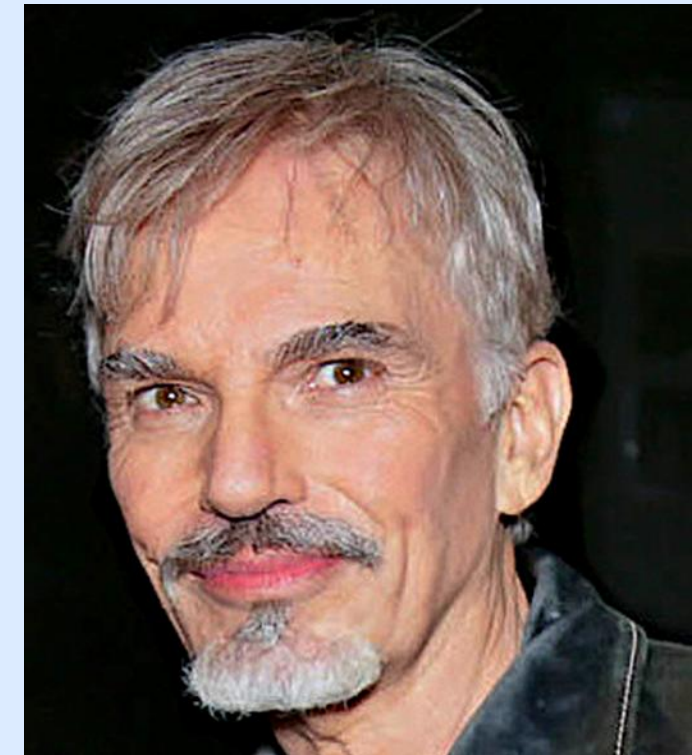
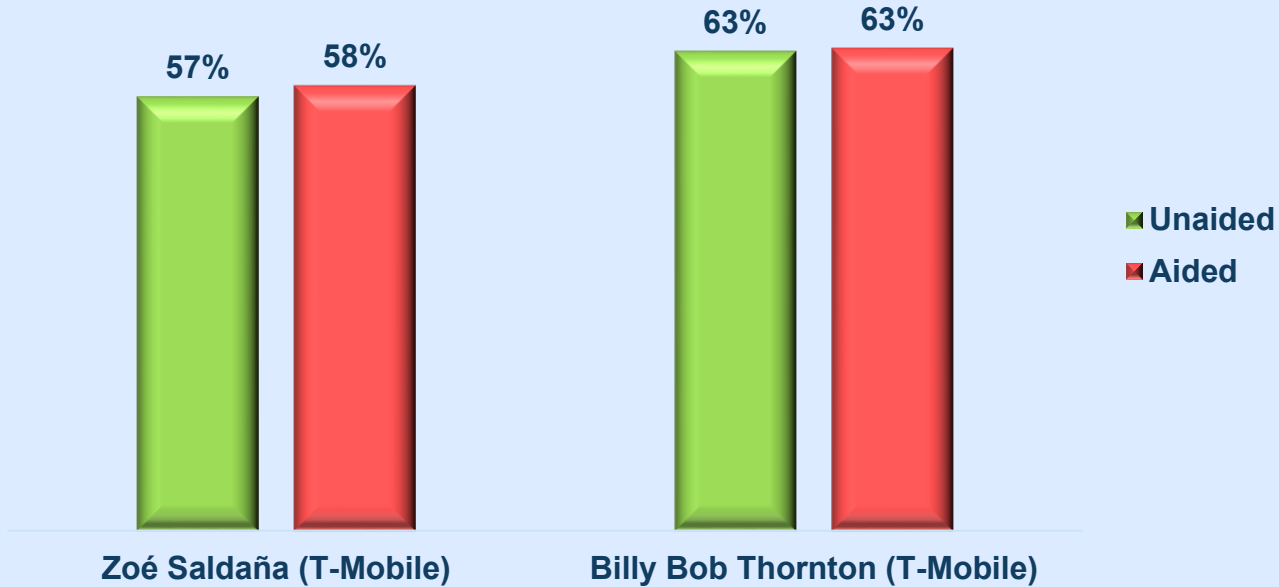


Each of the following celebrities appear in commercials for a wireless carrier. To the best of your knowledge, which brand of wireless carrier has each celebrity recently appeared?

(Celebrity) appears in commercials for (Carrier). Do you recall seeing any of these commercials?

Based on those familiar to each celebrity

# FLATLINERS

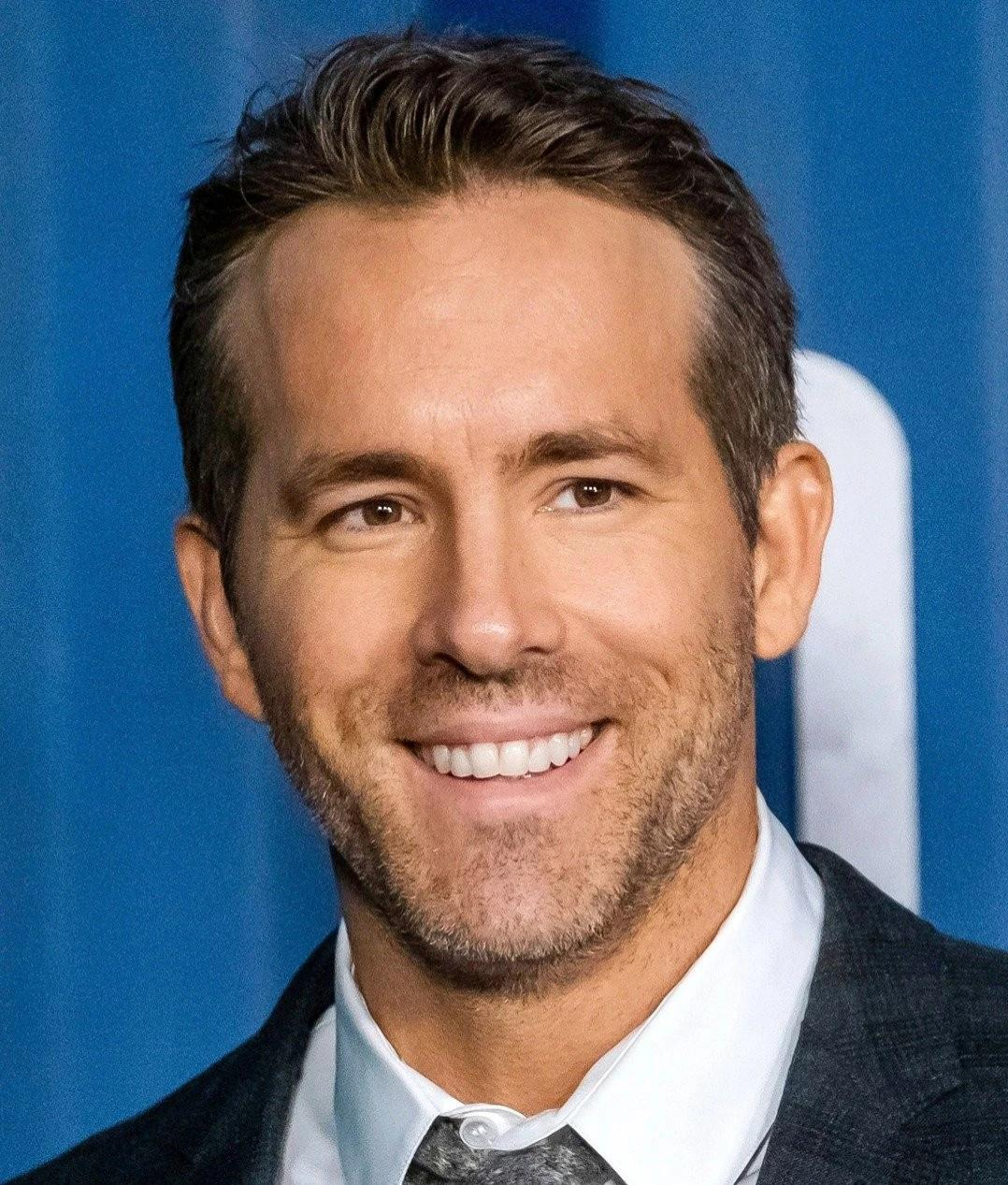


Overall recall for Zoé Saldaña as T-Mobile's brand ambassador was lower than Billy Bob Thornton's. As with Verizon's brand spokespersons, aided and unaided awareness levels were almost identical.

Each of the following celebrities appear in commercials for a wireless carrier. To the best of your knowledge, which brand of wireless carrier has each celebrity recently appeared?

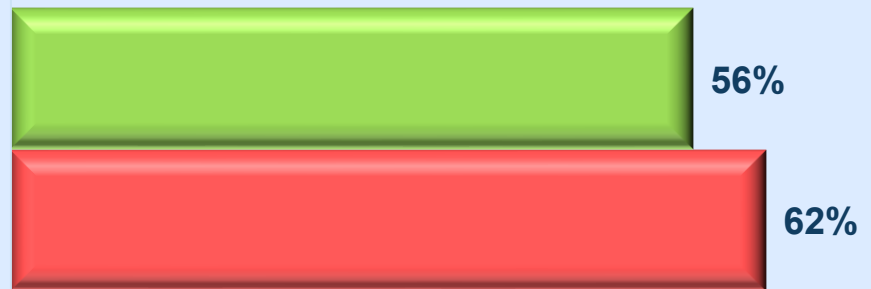
(Celebrity) appears in commercials for (Carrier). Do you recall seeing any of these commercials?

Based on those familiar to each celebrity



Over half of participants correctly recalled Ryan Reynolds as Mint Mobile's spokesperson on an unaided basis. Almost two-thirds of respondents were able to correctly associate him to the brand when prompted

Ryan Reynolds  
(Mint Mobile)



■ Unaided ■ Aided

# A STEP IN THE RIGHT DIRECTION

Each of the following celebrities appear in commercials for a wireless carrier. To the best of your knowledge, which brand of wireless carrier has each celebrity recently appeared?  
(Celebrity) appears in commercials for (Carrier). Do you recall seeing any of these commercials?  
Based on those familiar to each celebrity

Two in every three respondents correctly identified Luke Wilson as AT&T's brand ambassador on an unaided basis while three out of every four respondents correctly paired him to AT&T after prompting.

Luke Wilson (AT&T)



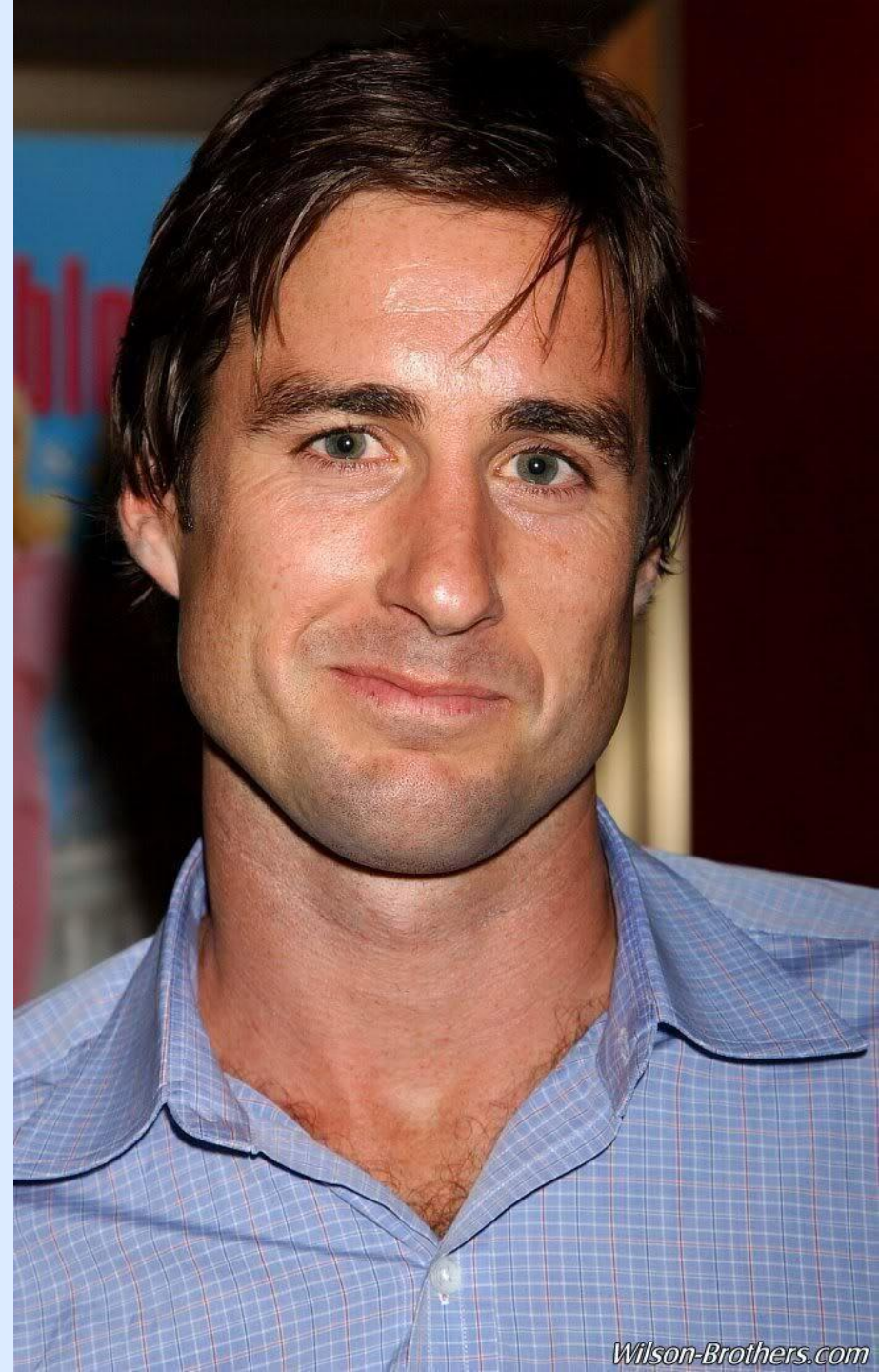
■ Unaided ■ Aided

## HIGH RECALL- NICE LIFT

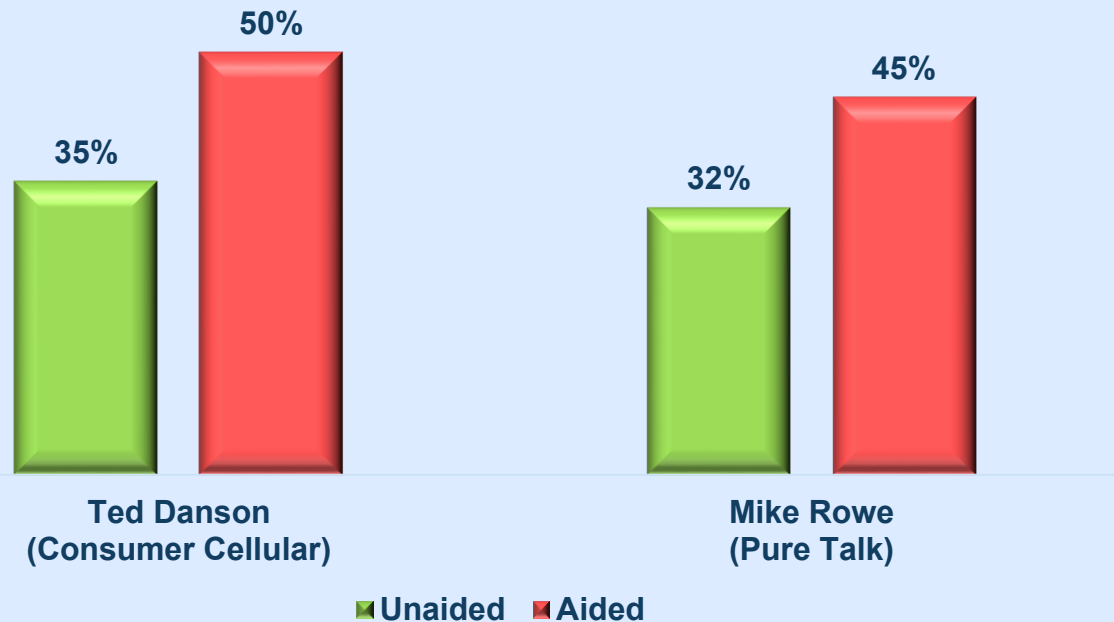
Each of the following celebrities appear in commercials for a wireless Carrier. To the best of your knowledge, which brand of wireless carrier has each celebrity recently appeared?

(Celebrity) appears in commercials for (Carrier). Do you recall seeing any of these commercials?

Based to those familiar to each celebrity



Smaller carriers enjoyed the biggest lift in aided celebrity-brand association. While roughly one in every three respondents correctly identified Ted Danson as Consumer Cellular and Mike Rowe as Pure Talk's spokespersons, approximately half of them did so on an aided basis.

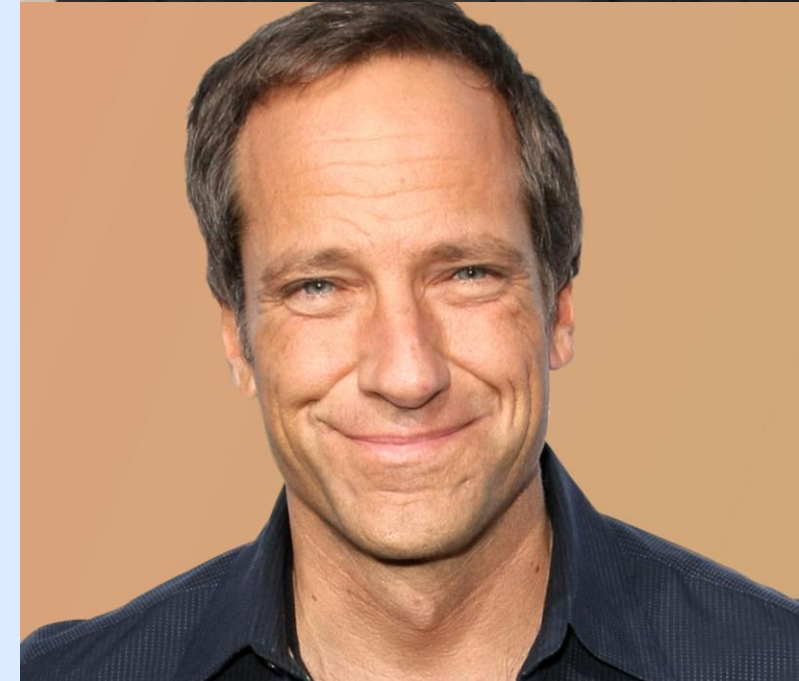


## A LITTLE HELP BRINGS A BIG LIFT

Each of the following celebrities appear in commercials for a wireless carrier. To the best of your knowledge, which brand of wireless carrier has each celebrity recently appeared?

(Celebrity) appears in commercials for (Carrier). Do you recall seeing any of these commercials?

Based on those familiar to each celebrity



# RECALL IS DRIVEN BY BRAND USAGE

- Most of unaided and aided brand spokesperson recall was driven by users of each brand. Kevin Hart was the only celebrity whose recall was higher on an aided basis.



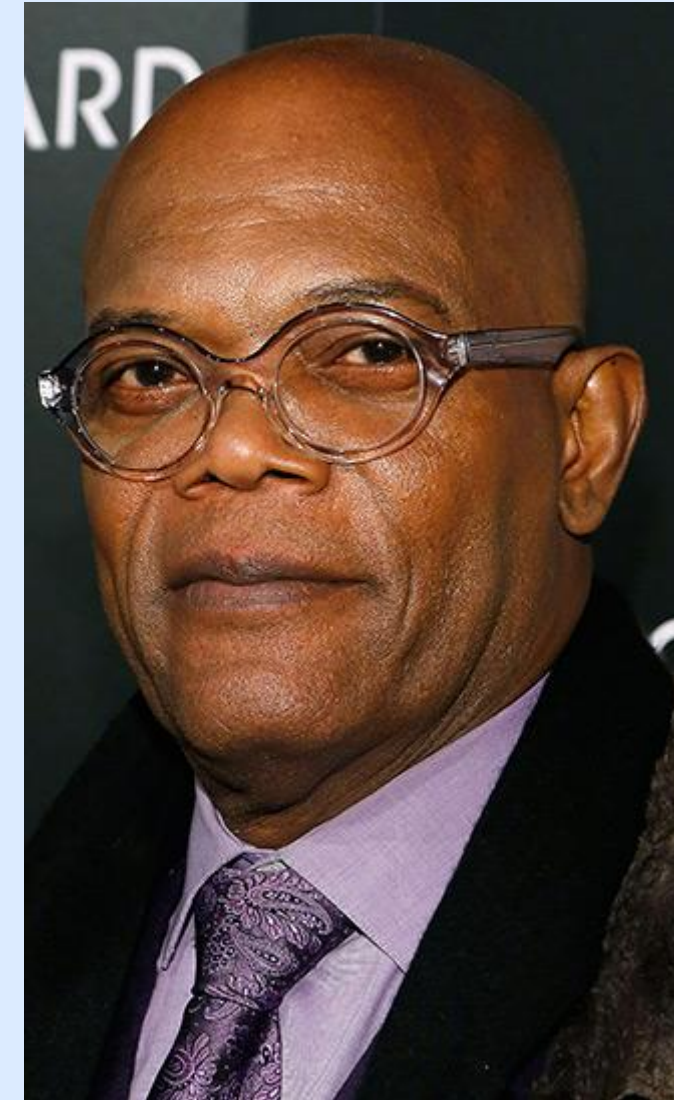
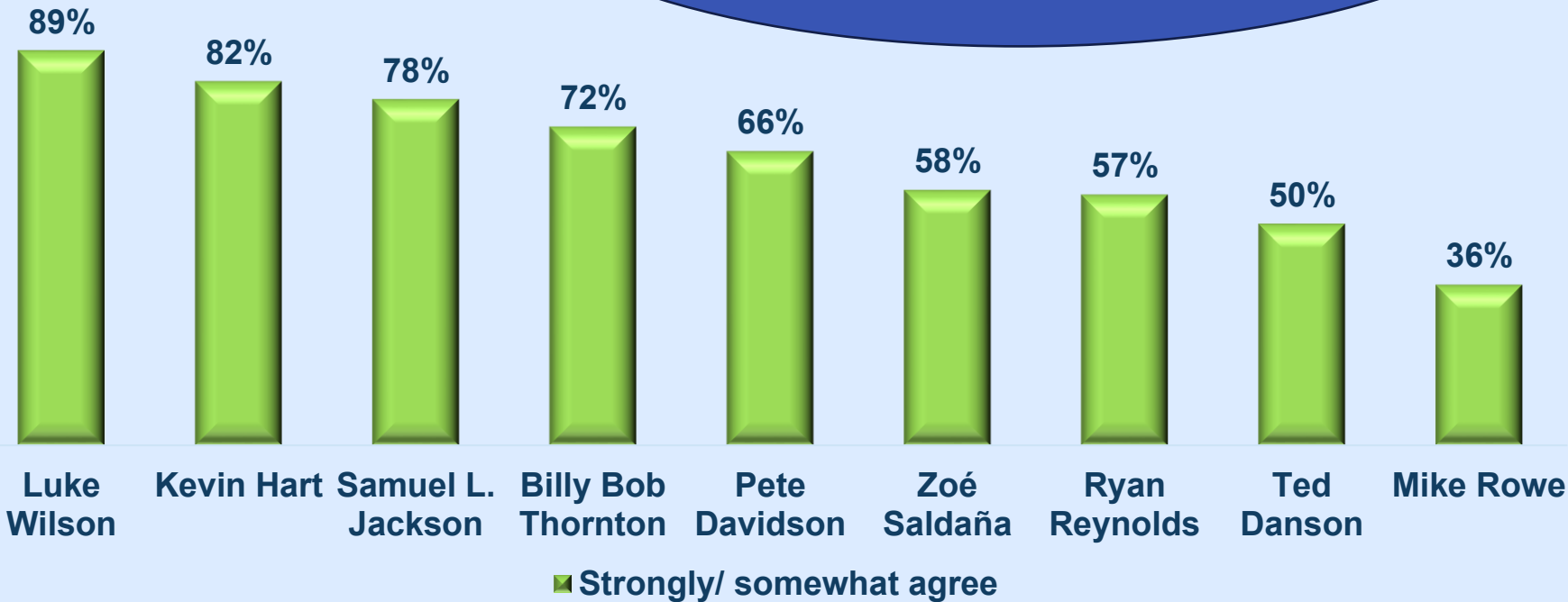
|   | Unaided Recall | Aided Recall | Difference  |
|---|----------------|--------------|-------------|
| <b>Ryan Reynolds (Mint Mobile users)</b>    | <b>95%</b>     | <b>94%</b>   | <b>-2%</b>  |
| <b>Ted Danson (Consumer Cellular users)</b> | <b>94%</b>     | <b>84%</b>   | <b>-10%</b> |
| <b>Billy Bob Thornton (T-Mobile users)</b>  | <b>93%</b>     | <b>93%</b>   | <b>1%</b>   |
| <b>Mike Rowe (Pure Talk users)</b>          | <b>93%</b>     | <b>83%</b>   | <b>-10%</b> |
| <b>Zoé Saldaña (T-Mobile users)</b>         | <b>87%</b>     | <b>80%</b>   | <b>-7%</b>  |
| <b>Pete Davidson (Verizon users)</b>        | <b>84%</b>     | <b>78%</b>   | <b>-6%</b>  |
| <b>Luke Wilson (AT&amp;T users)</b>         | <b>81%</b>     | <b>78%</b>   | <b>-3%</b>  |
| <b>Kevin Hart (Verizon users)</b>           | <b>56%</b>     | <b>81%</b>   | <b>25%</b>  |
| <b>Samuel L. Jackson (Verizon users)</b>    | <b>14%</b>     | <b>16%</b>   | <b>2%</b>   |

Each of the following celebrities appear in commercials for a wireless carrier. To the best of your knowledge, which brand of wireless carrier has each celebrity recently appeared?  
(Celebrity) appears in commercials for (Carrier). Do you recall seeing any of these commercials?  
Based on those familiar to each celebrity and use the specific carrier

\* Small bases sizes. Interpret carefully

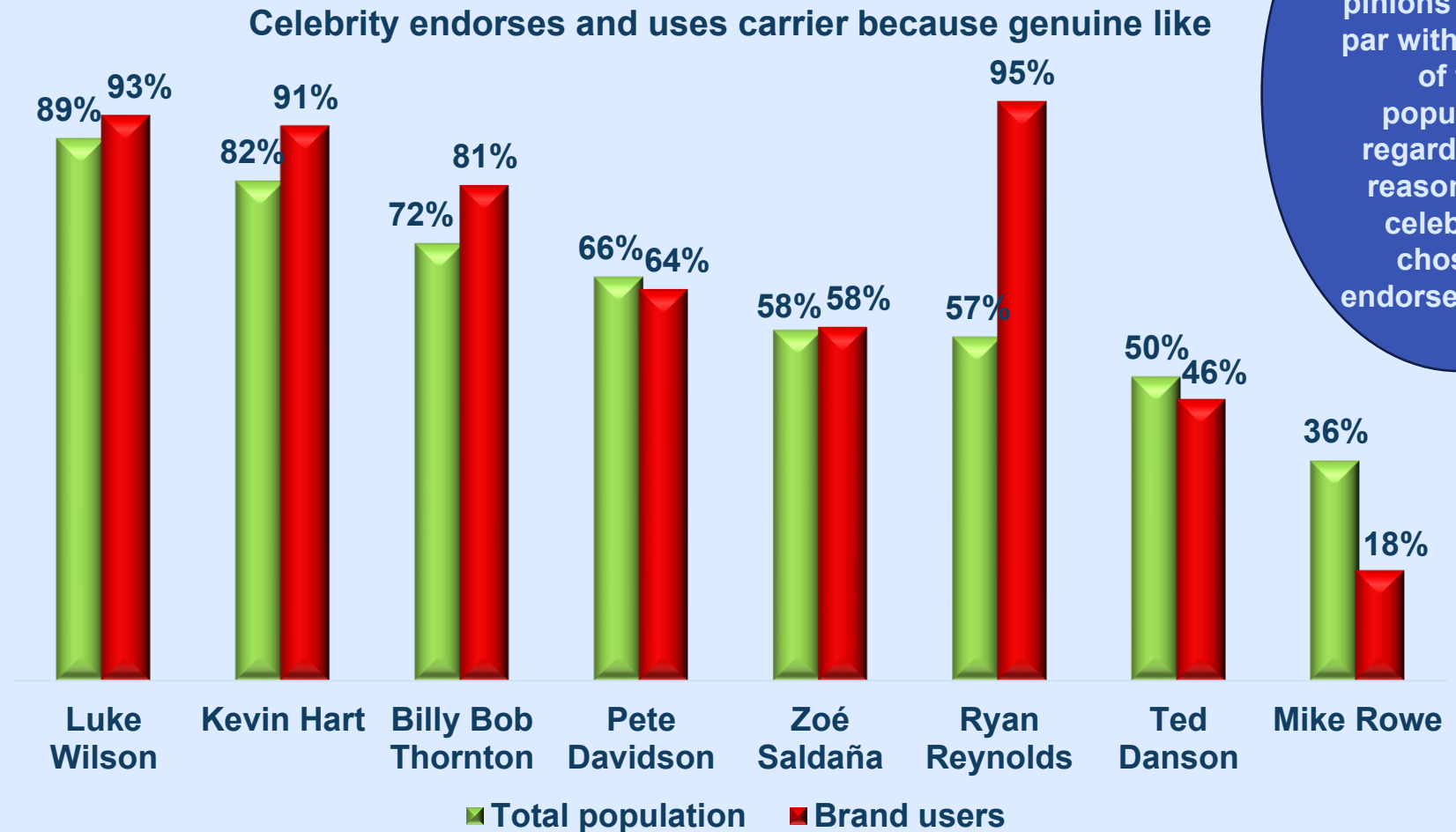
# MOSTLY TRUE BELIEVERS...

Most people agree that celebrities who endorse these brands do so because they are real clients. Despite this, a considerable amount of the population seem to believe that most do so only for financial gain.



How much would you agree with the following statement?  
(Celebrity) endorses (Carrier) because he genuinely likes them and uses them, not just because he's being paid to appear in the ads?  
Based to those familiar to each celebrity  
\* Small bases sizes. Interpret carefully

# ... AND SO ARE THEIR FANS



Except for Mint Mobile users, subscriber pinions were on par with the rest of the population regarding the reasons why celebrities chose to endorse brands.

How much would you agree with the following statement?  
 (Celebrity) endorses (Carrier) because he genuinely likes them and uses them, not just because he's being paid to appear in the ads?  
 Based to those familiar to each celebrity  
 \* Small bases sizes. Interpret carefully