



Hillary Clinton Cast as “Lovey” Wentworth Howell of *Gilligan’s Island*

JWT Survey Reveals America’s Perceptions of the Personalities Driving the 2008 Presidential Race

NEW YORK- July 16, 2007- The results are in. JWT, the largest advertising agency in the U.S., surveyed Americans to find out how they would recast the crew of *Gilligan’s Island*—with the top six 2008 presidential candidates in the castaway roles.

Hands down, Hillary Clinton was top choice for the role of Eunice “Lovey” Wentworth Howell, the rich, spoiled socialite defined almost exclusively as the wife of the millionaire, Thurston Howell III. Rudy Giuliani is the Skipper, according to the survey; to a lesser extent, so is John McCain. As for the other characters, Barack Obama is the Professor, and Mitt Romney is tending toward Thurston. And Gilligan? John Edwards is in the running to reprise the role of the bumbling, accident-prone SS *Minnow* crewman.

“*Gilligan’s Island* has become such an entrenched part of pop culture. And whereas all the characters shaped the storyline, no one emerged as the clear leader,” notes Ann M. Mack, director of trendspotting for JWT Worldwide. “At the moment, one can say the same of the current crop of presidential candidates: colorful personalities, some with more clearly defined attributes than others. There are frontrunners to be sure, but no one leader has yet risen head and shoulders above the rest.”

The random online survey of 681 Americans age 18 and older, conducted from June 14–19, explored respondents’ perceptions of the top candidates’ personalities. Along with the *Gilligan’s Island* casting, JWT asked participants what type of car, restaurant chain and retail brand each candidate would be.

More information about the survey, “Politicizing Personalities,” as well as its questionnaire, is available to view at www.JWTIntelligence.com. Other findings include:

- Hillary Clinton scored well above average on such traits as “decadent,” “condescending” and “pretentious” compared with the other top candidates in the survey. She was also construed as “persevering” and “persuasive” by the survey respondents.
- America sees Clinton’s personality as correlating more with a Lexus or Jaguar than with a Chevy or Jeep, more with Morton’s Steakhouse (and, to a degree, with Olive Garden) than Subway or McDonald’s, and more with Nordstrom than with Gap or Wal-Mart.
- Rudy Giuliani is seen as possessing the softer personality traits (“approachable,” “engaging,” “humorous” and “fun”) but also as “a leader,” “persistent” and “persuasive.”

About JWT

JWT ranks as the largest advertising agency brand in the United States and as the fourth-largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY). JWT's heritage of brand-building excellence extends back to 1864, making us the world's oldest advertising agency brand. In 1939, JWT pioneered the first national consumer research panel. In 1988, we created the first research study of consumer lifestyles, "Life Stages." We believe in being anthropologists first, advertising people second.

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