



Product Launch: Ormax Star Image Pulse

Ormax Media forays into celebrity image consulting with the launch of Ormax Star Image Pulse. Know more about the tool here.

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Summary

- In the world where opinions are abundant, and there is so much being said about celebrities, it is difficult to discern the truth about how a celebrity is perceived by their real audience
 - To hear independent, objective voices, from outside the echo chamber, is a pressing, growing need
 - Our new consulting tool, Ormax Star Image Pulse, is designed to bridge the information gap between a celebrity and their current or potential audience
 - The tool has been designed to help actors in the film and streaming categories, as well as social media influencers, craft their market positioning based on audience intelligence
 - [Read more about Ormax Star Image Pulse here](#)
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In a world where opinions are abundant, and there is so much being said about celebrities across platforms and formats, it is difficult to discern the truth about how a celebrity is perceived by their real audience. There are various stakeholders in the entertainment ecosystem that have the power to drive the narrative around celebrities, such as the press, the industry trade, social media, fan groups, and critics. Despite all these stakeholders holding some power to shape the narrative around stars, the stakeholder whose perception matters the most is the real audience, who buys a movie ticket, an OTT subscription, or an endorsed product, because of the celebrity featuring in it.

Because a celebrity is always surrounded by people who are always putting them on a pedestal - fans, followers, media, employees, industry colleagues – objectivity invariably gets compromised. The distance between the celebrity and the real audience increases as the celebrity gets more famous and successful. To hear independent, objective voices, from outside the echo chamber, is a pressing, growing need. Leonardo DiCaprio had once remarked: “Ultimately, it's the people who watch your films, listen to your music, or see your performances, who determine your success as a star. Their support and connection with your work is what truly matters.”

Our new consulting tool, **Ormax Star Image Pulse** (Ormax SIP in short), is designed to bridge the information gap between a celebrity and their current or potential audience. The tool marks Ormax Media's foray into celebrity image consulting. It has been created to help actors in the film and streaming categories, as well as social media influencers, craft their market positioning based on audience intelligence.

Ormax Star Image Pulse will deploy a mix of primary research (qualitative and quantitative) and data mining of Ormax's vast repertoire of audience data built over 16 years, to draw out specific insights related to the celebrity's image among their target audience. Recommendations from an Ormax Star Image Pulse report will help a celebrity in various areas of their work, such as project selection, personal branding, and endorsement choices.

Each Ormax Star Image Pulse project will be customised to the celebrity in question. At the start of the association, the Ormax team will meet the celebrity to discuss any specific focus areas or questions they are seeking clarity on, and customize the research design and the analytics accordingly.

In effect, the Ormax SIP tool is designed to answer two questions for any celebrity:

What do my audience think of me?

What do they want from me?

Ormax SIP is an audience-based ‘systematic investment plan’ that a celebrity can opt for, towards building their own brand value, in all spheres of their professional life, towards greater recognition and financial gains.

Read coverage on the launch of Ormax Star Image Pulse in [afaqs!](#) and [Social Samosa](#).

If you are interested in knowing more, please reach out to us via the [Contact page](#) of this website, and we will get back to you.