

MARKETING

## Kendall Jenner, Karlie Kloss among top 5 celebrity promoters

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*Kendall Jenner for La Perla spring/summer 2017*

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By STAFF REPORTS

Models and athletes are popular choices for brands seeking a famous spokesmodel, with individuals in these two professions dominating rankings of the top 20 celebrity endorsers.

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In a list compiled by Celebrity Intelligence, the celebrity with the highest volume of deals this past year was model Hailey Baldwin, the daughter of actor Stephen Baldwin. Increasingly, brands are seeking out social media talent over traditional celebrity, but notoriety is still a decision maker when picking a campaign face.

### Leading ladies

Kendall Jenner came in third place, thanks to modeling gigs with Fendi, La Perla and Este Lauder, among others. The model was also featured on the cover of Vogue magazine in September ([see story](#)).

Swarovski brand ambassador Karlie Kloss placed fifth, with additional collaborations with Kurt Geiger and Beats by Dre.

Gigi Hadid, who co-designed a style of boots with Stuart Weitzman and appeared in fashion campaigns including Max Mara ads, came in sixth. Her younger sister Bella Hadid was right behind, modeling for JW Anderson, Givenchy and Marc Jacobs.



*Bella Hadid is also the face of Dior beauty*

Models Emily Ratajkowski, Ashley Graham, Cara Delevingne, Alessandra Ambrosio, Jourdan Dunn, Kate Moss and Rosie Huntington Whiteley, as did fashion influencer Alexa Chung.

With the rise of social media, and courtesy of some famous families or love interests, these models have managed to become household names.

Models are the vanguard of the digital revolution, according to an executive from Pacific Global Management speaking at Cond Nast's International Luxury Conference in 2016.

The frequent, rapid communication environment that social media has created has helped brands connect with consumers, but it has primarily helped the individual connect with other people. Because people will always be drawn to and trust one another more than a brand, models have emerged as indispensable marketers and content creators ([see story](#)).

While Insta-famous, tabloid frequenting models are the most widely chosen faces, the power still appears to lie in traditional celebrities from the entertainment world. In separate rankings by The NPD Group, songstress Rihanna was named the most marketable celebrity.

Rihanna topped NPD's ranking with 367 points, due in part because her fan base has distinctive brand preferences, more so than any other celebrity in sectors such as sports, film, music and others. The research conducted by NPD aims to identify the brand preferences of fans to help marketers determine which celebrities consumers are most likely to engage ([see story](#)).

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