



10B



CELEBRITY BRANDING

MULTIPLE CHOICE (with multiple answers)

1 SKIM the passage to get the general idea and pay attention to the general structure and order of the paragraphs and topics.

2 Read the questions CAREFULLY, try to understand the differences between the options and identify any key words

3 First, SCAN to find the part of the text which contains the answer, then read it CAREFULLY.

NB. In multiple answer tasks, the information in the text might not be in the same order as the questions.

4 Choose the correct answer, write the corresponding letter in the answer field and move on to the next question.



suggested time
8 minutes

Questions 4 and 5

Choose **TWO** letters, **A-E**.

The list below gives some of the disadvantages of celebrity branding.

*Which **TWO** disadvantages are mentioned by the writer of the text?*

- A) Celebrities may charge a lot of money to endorse a product.
- B) People may pay more attention to the celebrity than the product.
- C) Some people are not impressed by celebrities.
- D) Celebrities sometimes change their image.
- E) Negative perceptions about the celebrity can be transferred to the product.

ANSWERS

1) _____

2) _____

3) _____

4) _____

5) _____

Celebrity Branding

1 Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy which uses a celebrity's fame or social status to promote a product, brand or service, or to raise awareness about an issue. Marketers use celebrity endorsers in hopes that the positive image of the celebrity endorser will be passed on to the product's or brand's image. Celebrities are perceived to hold qualities such as attractiveness, expertise, trustworthiness and likeability, which advertiser's hope will be transferred to the brand or product consequently creating positive images for that product or brand. Many consumers idolise celebrities and strive to imitate their lives with the clothes they wear and products they consume. Celebrities create meaning for the consumer through their interactions with products in advertising.

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10 In addition to connecting the product with their image and lifestyle, celebrities in advertising make the advertisement more noticeable to consumers, they stand out from the media clutter and are therefore a good basis of capturing and retaining consumer attention. Studies have shown that using celebrities in advertising increases the message's persuasiveness which results in consumers having a better recall and recognition for the product or brand.

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Celebrity endorsement of a company's product is also effective largely because celebrities have the potential to reach a large number of prospective consumers via social media. Reach can be loosely defined as the number of people that have seen and/or heard the brand's intended message at least once. If a company is considering using celebrity branding to market their product, they probably are wanting to reach the largest number of potential consumers, rather than reach a small number of consumers more frequently. A celebrity's reach can be demonstrated in measurements such as the number of followers of a celebrity's social media accounts such as Facebook, Instagram, Twitter, and Snapchat. An A-list celebrity can potentially reach millions of consumers with a single post. For example, in 2017 Selena Gomez had 130 million Instagram followers, Cristiano Ronaldo had 116 million, and Ariana Grande had 115 million. This makes it a highly cost effective form of advertising in comparison to other channels.

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Due to the lives of high-profile celebrities constantly being and scrutinized by the media however, there are risks of using celebrities in advertising. Celebrity endorsements for example, do not guarantee long-term favorable effects, due to the risk to advertisers that the celebrity endorser may get caught up in a scandal, creating negative perceptions to consumers. Common celebrity scandals involve alcohol, drug, sex, or crime related events. These scandals can have a negative effect on the image of the brand, as consumers' negative perceptions of the celebrity endorser may be transferred to the brand, therefore negatively influencing sales of the brand's products. One of the largest profile celebrity endorsement scandals of recent history was the infidelity scandal of Tiger Woods in 2009, at the time, Tiger Woods was a brand ambassador for Nike golf apparel and footwear. It has been estimated that Nike lost approximately US\$5–12 billion due to this scandal.

- 40 Additionally, celebrities may start to overshadow brands, with customers will start to focus on the celebrity rather than the product. The term eclipsing (also referred to as overshadowing) is used to describe the instance where a celebrity in an advertisement overshadows the product being advertised by occupying more time or space than the product being advertised, this is a negative for the advertiser as the product is not the
- 45 main focus for the consumers. It is crucial for the effectiveness of the advertisement to ensure that the product is the focus of attention.