**NAME(S):………………………………………………………………………………………**

1. **WHICH CELEBRITIES AND EMOTIONS TO USE IN ADVERTISEMENT?**

*Sometimes it can be effective for a firm to utilize a celebrity to help promote their product/brand. Your task is to identify whether any of the following firms could possibly benefit from using an ‘available’ celebrity. If so, which available celebrity would be most appropriate?  (Note: A limited list of celebrities has been provided to make this activity more manageable.)*

**ACTIVITY/TASK**

**List of firms/brands – looking for a celebrity endorser**

* Kit Kat (chocolate bar)
* Virgin (airline)
* Reebok
* Toyota
* Madrid (as a holiday destination)
* Revlon cosmetics
* Samsung (for mobile phones)
* KFC (fast food)

**List of ‘Available’ Celebrities**

* Tom Cruise (actor)
* David Beckham (football/soccer player)
* Tiger Woods (golfer)
* Michael Phelps (Olympic swimmer)
* Michael Jordan  (basketball player)
* Lady Gaga (singer)
* Bill Clinton (former American president)
* Elle McPherson (model)

**List of emotional appeals applicable in advertisement**

* A= Rational information
* B = Humor-based appeal
* C = Sexually-based appeal
* D = Fear-based appeal
* E = Warmth-based appeal
* F = Music-based appeal

**QUESTIONS**

1. Choose who you believe to be the best celebrity endorser for the products/firms listed.

* Is the person well known?
* Is the person well liked?
* Would the person be seen as credible/believable?
* Is the person a good ‘fit’ to the product?
* Is the person a good ‘fit’ to the likely target market?
* Does the person present a risk of ‘poor behavior’?
* Is the person already strongly associated with another product/brand?

1. Determine what would be the best message appeal structure to use, choosing from the following list:

A= Rational information

B = Humor-based appeal

C = Sexually-based appeal

D = Fear-based appeal

E = Warmth-based appeal

F = Music-based appeal

* How important is to consider the firm’s/brand’s overall market positioning when selecting the type of message appeal to use in marketing communications?