Which Celebrity to Use?

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.)

List of firms/brands - looking for a celebrity endorser

- Kit Kat (chocolate bar)
- Virgin (airline)
- Reebok
- Toyota
- Madrid (as a holiday destination)
- Revlon cosmetics
- AT&T (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 (ex-basketball player)
- Lady Gaga (singer)
- Bill Clinton (former American president)
- Elle McPherson (model)

Student Discussion Questions

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

2. Then work through the following checklist to see how well they would fit to the product and the promotional goals.

- 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?

3. Are there any particular products/firms listed above that you would believe would NOT benefit from having a celebrity endorser? (That is, would do equally as well without that additional expense in their marketing communications budget.)