

## **Why do businesses use celebrities in their advertising?**

Have you ever purchased a product because you knew a celebrity was also a user of the item? Did you buy a pair of sneakers because you thought it would make you jump as high as the pro athlete pictured in the magazine ad? In this lesson, you will learn why companies use celebrity endorsements in advertising.

### **What Is Celebrity Branding?**

Celebrity branding is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters. Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities. Celebrity endorsement is usually commonly used by fashion or beauty brands, but a non-profit organization relies on celebrities as well, as celebrities have mass communication skills which can attract people's attention and is helpful in reaching a wider audience to raise their awareness towards a certain organization or an issue, thus making celebrities effective fundraisers.

There are many Benefits from of Celebrity branding.

**First Build brand equity for example** Prior to Michael Jordan, Nike primarily sponsored tennis and track athletes. Nike wanted expand into new markets. Who better to sign than one the most electrifying young athletes in sports? The Nike-Jordan partnership has blossomed into its own multibillion-dollar subsidiary company, Air Jordan. In my opinion this way is easy and intelligent because fans will buy their products when they see the favorite players wears a new shoe this way helps brand to sell.

**Second Help people remember ads for example** Celebrity branding can improve ad recall, according to researchers Jadish Agrawal and Wagner Kamakura. When people would see or hear Dennis Haysbert on the

show “24,” they associate his voice with Allstate. In my opinion this the most important for business because celebrity person, strong name and best logo help people to remember ads and products.

Third Make people believe the product contributes to superstar status for example Mobile One uses NASCAR superstar Tony Stewart to endorse its brand, which leads consumers to believe that Motor One oil contributes greatly to the performance of his car—and his success.

In my opinion this way not more influence for customers because some product not important for me but is easy for business to ads their products and services.

Fourth Stand out for example Research from Charles Atkin and Martin Block suggests that “celebrities may help advertising stand out from the surrounding clutter.” People like watching George Clooney or Natalie Portman more than local dentists and attorneys. In my opinion I Think this way is more influence for some customers if business has good ads for their product and services.

Fifth Influence Consumer Purchases. The affinity consumers have for certain celebrities can greatly influence their purchases. People may have the attitude, "If the product is good enough for her, it's good enough for me." This philosophy is often the impetus behind advertisements for makeup, skin creams, hair products and attire. Consumers want the wavy hair of a local celebrity, for example. Hence, they purchase the brand that the celebrity uses to achieve her hair's fullness and bounce. Local consumers may also desire the same soft drink as their team's best baseball player. Essentially, the testimonial of the local celebrity adds instant credibility to a small company's product. In my opinion I think this way is good for women because this way is the most influence on women and women buy everything more than men in some products.

**Sixth Breathe Life into Failing Brand.** The use of a celebrity in an advertisement may also help to breathe life into a failing brand. For example, a small soap manufacturer might think about dropping a brand or product, especially if production and overhead costs are leaving little or no profit. However, the use of a celebrity to tout the benefits of the brand could help create new interest and excitement in consumers. In my opinion I think this way is good for failing company and new company because when they use celebrity, they will success like Nike company if they are good in ads for their products and services.

**Sources:**

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