

## **Section:Selena Gomez0**

Context: In 2009, Gomez was part of Sears's back-to-school fashion campaign and was featured in television commercials. She hosted the "Sears Arrive Air Band Casting Call" to select five winners for the first-ever "Sears Air Band" to perform at the 2009 MTV Video Music Awards. She also became the spokesperson for Borden Milk and was featured in campaign's print ads and television commercials. From 2010 to 2014, Gomez released her own clothing line, Dream Out Loud by Selena Gomez, through retailer Kmart. In 2012, she released a self-titled fragrance, Selena Gomez by Selena Gomez. It was also announced that she would partner with the cellphone brand, Case-Mate, as part of its upcoming "Right Case, Right Occasion" marketing campaign. In 2013, she released her second fragrance, Viva-more by Selena Gomez. She also created her own collection of nail polish colors for Nicole by OPI. From 2013 to 2015, Gomez was a spokesperson and partner for Neo by Adidas. In 2015, Gomez signed 3 million endorsement deal with Pantene. In 2016, Gomez appeared in a fashion campaign for luxury brand Louis Vuitton. Gomez also appeared in ads for Coca-Cola's "Share a Coke" campaign, and she appeared in advertisements for the campaign and lyrics from two of her songs will be featured on packages of Coca-Cola products nationwide. In 2017, Gomez confirmed that she was partnering with Coach, Inc, beginning with their fall line. She has a limited-edition collection of handbags called the "Selena Grace" that she designed in collaboration with luxury brand Coach, Inc. She also partnered with the athletic brand, Puma, appearing in campaigns. CANNOTANSWER

STUDENT: **What endorsements did gomez have**

TEACHER: → In 2009, Gomez was part of Sears's back-to-school fashion campaign and was featured in television commercials.

TEACHERX: → Coach,

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STUDENT: **What other brands did she work with?**

TEACHER: → From 2010 to 2014, Gomez released her own clothing line, Dream Out Loud by Selena Gomez, through retailer Kmart.

TEACHERX: → She hosted the "Sears Arrive Air Band Casting Call" to select five winners for the first-ever "Sears Air Band"

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TEACHERX: → From 2010 to 2014, Gomez released her own clothing line, Dream Out Loud by Selena Gomez, through retailer Kmart.

STUDENT: **What other advertisements was she featured on?**

TEACHER: → It was also announced that she would partner with the cellphone brand, Case-Mate, as part of its upcoming "Right Case, Right Occasion" marketing

TEACHERX: → spokesperson for Borden Milk

TEACHERX: → In 2016, Gomez appeared in a fashion campaign for luxury brand Louis Vuitton.

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TEACHERX: → It was also announced that she would partner with the cell-phone brand, Case-Mate, as part of its upcoming "Right Case, Right Occasion" marketing

STUDENT: **What other campaigns was she involved in?**

TEACHER: ⇨ From 2013 to 2015, Gomez was a spokesperson and partner for Neo by Adidas.

TEACHERX: ⇨ Right Case, Right Occasion” marketing campaign.

TEACHERX: ⇨ In 2017, Gomez confirmed that she was partnering with Coach, Inc, beginning with their fall line.

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STUDENT: **What other brands did she advertise?**

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TEACHERX: ⇨ spokesperson and partner for Neo by Adidas.

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