

Advertising: Celebrities

Celebrities in Advertising (see also [Cosmetic ads](#))
(several pages of sample ads to explore/download)

Commonly called “testimonials,” or “celebrity endorsements,” this technique of persuasion says that consumers relate to the person(s) appearing in the ad: if the celebrity/athlete/ star uses the product, then it must be good, so I will purchase/use it too. Thumb through almost any magazine these days (especially People, Golf Digest, Rolling Stone, Sports Illustrated etc.) and you’re bound to find at least one celebrity endorser. See McREL teaching standards for ADVERTISING [here](#).

NEW: US Magazine’s [FAKE NEWS](#): fact checking the other magazine’s cover stories

Teaching ideas:


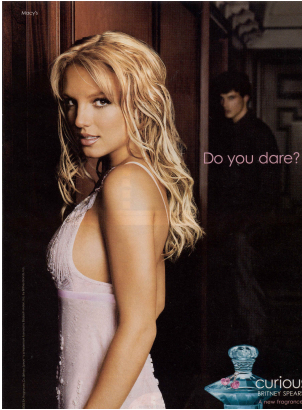
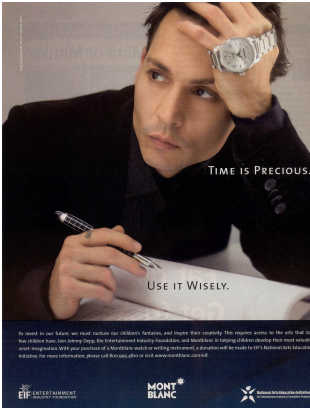
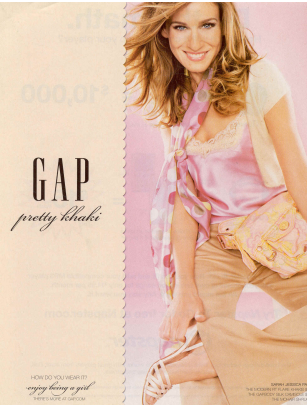

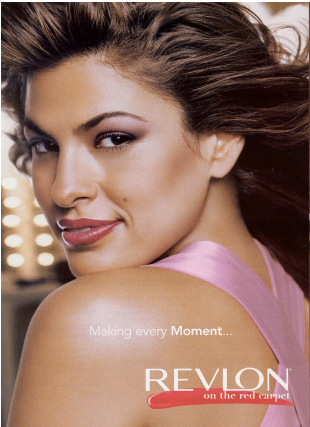

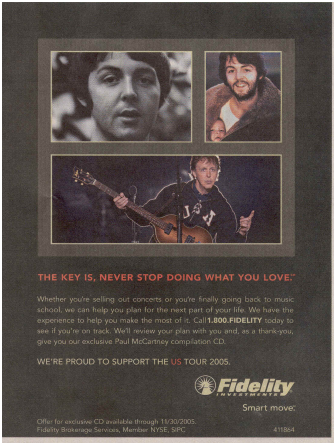

- ask students to come up with a list of “stars” who’ve appeared in ads (or commercials).
Can students remember the product name, or the TV show in which the testimonial appeared?
- what are the advantages of having celebrities in ads? what are the advantages for the star?
the advertiser? the product?
- have students examine one or more of the ads below- ask them to create lists of characteristics
that an advertiser might be looking for when they choose a celebrity
- have students speculate in which magazines these ads might have appeared

– ask students: who is represented; who is not represented?

RECENT NEWS STORIES ABOUT CELEBRITY ADVERTISING

- [NBA Players Slam Dunk Endorsement Scores](#)
- [Celebrity Marketing](#) (2012)
- [The Big Downside to Ads With Celebrities](#)
- [Celebrities in ads: FTC proposes new rules](#) (Consumer Reports)
- [Has Rihanna Scandal Damaged Cover Girl Brand?](#)
- [Helping Kids See Thru Media Peddled Culture of Celebrity](#)
- [If You Want to Sell Celebrity Mags, Put Her On The Cover](#) (Forbes)
- [Christina Ricci In New Louis Vuitton Ads](#)
- [Tween girls: coping with celebrity culture](#)
- [Bryant's image continues its rollercoaster ride](#)
- [Celebrity ads' impact questioned](#)
- [Girls Gone Wild: What Are Celebs Teaching Kids?](#)
- [Are your kids starstruck?](#) Marketing of stars to tweens
- [Seeing Stars](#) (celebrities in TV ads)
- [Who makes the most money from endorsements?](#)
- [Diane Keaton gets L'Oreal Paris deal](#)
- [Christina Aguilera Dumps Coca Cola for Pepsi](#)
- [LESSONS FROM THE RICH AND FAMOUS:](#)
- [A Cross-Cultural Comparison of Celebrity Endorsement in Advertising](#)
- [Celebrity endorsers](#)
- [Sara Jessica Parker Covers up in Israel](#)
- [Latin Red Sox Stars Get Endorsement Deals](#)
- [Celebrity Endorsement Deals Gone Astray](#)
- [A Year End Look at Athlete Endorsement Game](#)
- [Halle Berry, Beyonce, J.Lo top celebrity endorsers](#)
- [Using Celebrities In Media Campaign Targeting Teens](#) (includes lesson plan)
- American celebrities in European ads [here](#)
- [Streaming spots of European Ads](#)
- [Stars Don't Always Translate to Good Ads](#)

▪ Kobe Bryant's Endorsements: In Trouble

 <p>Jennifer Love Hewitt</p>	 <p>Britney Spears</p>	 <p>Johnny Depp</p>
 <p>Sarah Jessica Parker</p>	 <p>Paris Hilton</p>	 <p>Eva Mendes</p>
 <p>Beyonce</p>	 <p><u>Paul McCartney</u></p>	 <p>Gwyneth Paltrow</p>

More Ads: Go to [Page 1](#)

[Older celebrities in ads](#); [Personalities who promoted smoking](#)

Educational Resources:

DVD: [Hit Celebrity TV Commercials](#)

Books:

Understanding Media: Inside Celebrity

Celebrity Sells

Celebrity Sell: Star Endorsements in the Classic Age of Advertising