

**Unit 6****Lesson 6.1 – Brand Extension**

Branding & Licensing

STUDENT ACTIVITY**Instructions**

*Research the various athletes and celebrities engaged in some form of **brand extension**. Answer the following questions and use the space below (where indicated) to identify five different examples of athletes/celebrities engaged in brand extension. The examples **MUST** be different than the examples given in class!*

- 1) What is brand extension?
- 2) Why do athletes/celebrities engage in brand extension?
- 3) Are athletes/celebrities the only sports/entertainment companies who implement the concept of brand extension? Why or why not?
- 4) In the space below, identify five specific examples of athletes/celebrities extending their brand.

Athlete/Celebrity**Brand Extension Example**

1.

2.

3.

4.

5.