

# PRODUCT ENDORSEMENT PROJECT

## About Product Endorsement

Endorsement is a partnership between an athlete or entertainer and a company in which the athlete or entertainer receives compensation in return for their support and approval of a company product or service. Typically, the celebrity agrees to allow the company to use his or her likeness to promote company goods and services.

Brands like Gatorade, Nike, BodyArmor and Adidas spend millions of dollars contracting athletes and celebrities to promote and endorse their products. Some of the world's most iconic brands have achieved success in large part due to successfully aligning their products with athletes and celebrities. Conversely, aligning with the wrong athlete or celebrity can have a negative impact on a company.

## Project Description

For this project, you are to assume the role of ad agency for a prominent brand (your choice...Nike, Coke, Gatorade etc). The brand you are representing has instructed you to develop an ad campaign featuring a celebrity or athlete endorsement. Your agency must develop a plan for building an endorsement strategy for the client (company/brand you are Representing). Your plan should take into consideration the following when choosing an endorser:

- Success and high levels of performance
- Media following (is this individual in the “limelight”?)
- Work ethic and moral values
- Personality traits
  - How articulate is the celebrity?
  - Does the performer have celebrity “status” (recognizable)?
  - How popular is the celebrity?
  - Does the celebrity have a positive image?
  - Does the celebrity already use the product?

You will also want to do some additional research to see if you can determine the athlete or celebrity's “q score”. The “q score” helps marketers uncover the individual celebrity's marketing potential.

## Presentation

You will be presenting your endorsement plan to your client (the brand you are representing...the class will act as the client). Your presentation must include why you chose this particular athlete or celebrity to endorse your client's brand. Be sure to communicate why this will be a successful endorsement campaign. You will also need to develop two advertisements that feature the athlete or celebrity you selected. One should be a print ad and the other a videotaped television ad.