



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 from 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/entertainers extending their brand.

Athlete / Entertainer

Brand Extension Example
