

Celebrity Endorsement



This week...

Akio and Fiona are thinking about who would be the best celebrity to endorse their product for an advertising campaign.

Lesson Objectives...

- Hiring celebrities to endorse products
- Finding the right person

Business English Conversation

Advanced Class



Can you think of any products you use which are endorsed by celebrities or athletes?

Picture Description

What kind of product do you think those athletes are endorsing?



B



A

Who is that celebrity in the picture?

Akio	The CEO has approved the budget to get a celebrity to endorse our new sports drink.
Fiona	That is great news. We have to think carefully who will be the right person for our product.
Akio	We need to get someone who has a clean image, and will appeal to our target market.
Fiona	How about Roger Federer? He has a clean image and would be a big hit with our consumers.
Akio	Our target market is people in their 20s, so he might not be the best fit.
Fiona	I understand. How about Asada Mao? She is only 26 years old and is very well respected in Japan.
Akio	Although she has recently retired, she is a three-time world champion and might be the right person to endorse our new product.
Fiona	I agree. I will get in touch with her agent.

I will get in touch with you after we finish the class.

1. We have to think carefully who
2. We need to get someone who has
3. Our target market is
4. I will get in touch with



Role Play – Celebrity Endorsement

Student A and Student B are thinking about who would be the best celebrity to endorse their product for an advertising campaign.



Student A: Tell Student B you got the budget approved to use a celebrity to endorse your new **Product**.

Student B: Respond to Student A.

Student A: Suggest a **Celebrity** to use.

Key Phrases

- We got the budget approved to get a celebrity to endorse our new **Product**.
- He/she might be the right person for the job.
- I will get in touch with her agent.
- We have to think carefully who will be the right person.
- How about someone like **Celebrity**?
- We need to get someone who has
- *Other*

Product

- fashion
- automobile
- cosmetics
- sports drink
- health products
- coffee
- junk food
- *other*

Celebrity

- Naomi Watanabe
- Brad Pitt
- Roger Federer
- Jin Akanishi
- Asada Mao
- Taylor Swift
- George Clooney
- *Other*



1. Using celebrities to endorse products is worth the money spent on hiring them.
2. It is not always good to get famous people to endorse products.
3. Celebrities can sometimes harm the image of a brand.

- Which celebrity would you use to endorse a product and why?
- Can you think of a popular TV commercial in Japan which features a celebrity?
- Name one product in Japan which is endorsed by a famous celebrity.

- appeal - *His music **appeals** to young people.*
- carefully - *We have to think more **carefully** about this.*
- celebrity - *That **celebrity** has a bad reputation.*
- endorse - *She would be great to **endorse** our products.*
- image - *I think he has a very good **image** in Japan.*
- in touch - *I will get **in touch** with his manager next week.*
- retired - *I'm sure he **retired** a couple of years ago.*
- worth - *Do you think it will be **worth** the money?*