

# 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

## Basic 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?

\*Create a short story using the following format

1. Who
2. Where
3. When
4. What's happening?

\*Create simple sentences using the vocabulary

1. approve
2. endorse
3. appeal
4. image
5. retire

Who do you think we should get to **endorse** our product?



1. **We have to think carefully who** we should promote to supervisor.
2. **We need to get someone who has** a lot of experience.
3. **Our target market is** middle-aged women.
4. **I will get in touch with** the manager about it tomorrow.

- Words
- Phrases

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

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 .....

# Correct Responses - Prepositions

1. A: Do you think she will agree to endorse our product?  
B: I will get in touch .... her agent tomorrow.

at / with / to

2. A: Have we decided who our target market is going to be?  
B: Our target market is people .... their 40s.

in / to / at

3. A: I think he will appeal .... our consumers.  
B: I agree. He would be the perfect fit to endorse our product.

at / in / to

4. A: What time do you think the celebrities can come here?  
B: They all should be here .... around 4 pm.

in / to / at

5. A: Could you please give these documents .... the agent?  
B: Sure. I will be meeting her this afternoon.

with / to / at

6. A: Is she going to come .... her manager?  
B: I am not sure. I will give her a call and ask her.

with / for / at



# 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: We got the budget approved to get a celebrity to endorse our new **Product**.

Student B: We have to think carefully who will be the right person.

Student A: How about someone like **Celebrity** ?

Continue the conversation using the **Key Phrases** from below.

## Key Phrases

- He/she might be the right person for the job.
- Our target market is ....
- I will get in touch with her agent.
- We need to get someone who has ....
- He/she might not be the best fit.
- We could also use **Celebrity** .
- *Other*

## Product

- fashion (suit/dress/shoes)
- automobile (sedan/SUV)
- cosmetics (lipstick/make-up)
- sports drink
- health products (vitamins/protein)

## Celebrity

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

- 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?
- What is one product in Japan which is endorsed by a famous celebrity?

- approve - *Has the proposal been **approved**?*
- appeal - *I think this product will **appeal** to our customers.*
- carefully - *We have to think **carefully** about it.*
- endorse - *She's the perfect person to **endorse** our product.*
- famous - *Do you know any **famous** celebrities?*
- features - *This commercial **features** a famous athlete.*
- image - *He doesn't have the right **image**.*
- retire - *I think she has already **retired**.*