

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

Super Class

Warm Up – Topic Question



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



Akio	We have been allocated the budget to go ahead and 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 also would appeal to our target market, which is people in their 20s.
Fiona	How about someone like Roger Federer? He has a squeaky clean image and would be a big hit with our consumers.
Akio	I think he is getting a little old now and might not be the best fit for our target market.
Fiona	I understand what you are saying. 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.

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.

Key Phrases

- We have been given the go ahead to get a celebrity to endorse our new (product).
- We have to think carefully who will be the right person.
- How about someone like (celebrity)?
- He/she might be a big hit with our consumers.
- I will get in touch with her agent.
- *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*



Talk about one of the following topics for one minute:

1. The benefits of using celebrities to endorse products
2. Different ways celebrities endorse products
3. The disadvantages of using celebrities to endorse products

*Other students in the class, ask one question each to the presenter after the speech

- Which celebrity would you use to endorse a particular product and why?
- Can you think of a popular TV commercial in Japan which features a celebrity?
- What kinds of products do celebrities endorse in Japan?

I really appreciate your contribution to the lesson every time you join. You are a **class act**.



to be in the limelight – at the centre of attention

- He's been **in the limelight** recently, following the recent success of the movie he starred in.

in a class of one's own – to have a particular skill or quality that is better than others

- As a baseball player, he is **in a class of his own**.

class act – a person or group with great style and skill

- I think she would be perfect to endorse our product. She is a **class act**.