

The use of influencers in advertising

What is celebrity advertising? It's an advertising campaign involving a famous actor, footballer, singer, using his or her **fame** to support a product or a service. The technique used is to focus the campaign on the person's popularity to encourage consumers to buy the product advertised; perfumes, clothing and valuable accessories are some of the most common products using a celebrity **endorsement**. If the famous person agrees for his or her image to be used, we can define it a celebrity endorsement. If the famous person's image is used without his or her permission, the products are termed "bootleg", that is to say illegal.

Now the question is: do famous people really use the products they endorse, or is it just a case of **cash for comment**? The aim of companies is to convince us that celebrities are just like us – and that we too can look, smell, eat and drink just like they do; they play on the **appeal** of a celebrity acting as a source of credibility for the product. Advertisers and promoters clearly recognize the power of celebrities in influencing consumer-**purchasing** decisions. It is long-accepted that celebrities' endorsements can give particular attributes to a product that otherwise may have **lacked** them.

It must be remembered, however, that celebrities alone do not guarantee success, as consumers nowadays are aware of advertising. They know very well what advertising is and how it works. People realize that celebrities are paid a lot of money for endorsements and this knowledge makes them **cynical** about celebrity endorsements. It is necessary to keep in mind some limits in using well-known people in advertising; here are some:

- Celebrity's **suitability** with the brand image.
- Celebrity popularity.
- Celebrity **availability**.
- Celebrity physical attractiveness.
- Celebrity credibility.
- Celebrity **prior** endorsements.
- Celebrity's profession.

appeal: *richiamo*
availability: *disponibilità*
cash for comment: *denaro per commentare (positivamente)*
cynical: *cinico*
endorsement: *appoggio, sostegno; (qui) pubblicità*
fame: *fama, notorietà*
to lack: *mancare*
prior: *precedente*
to purchase: *acquistare*
suitability: *idoneità*

1 Answer the following questions.

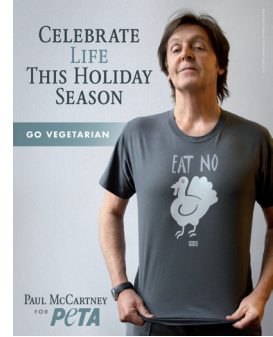
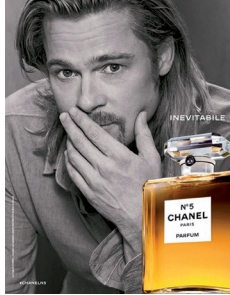
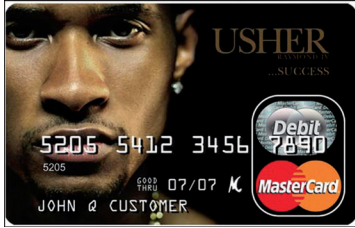
- a. What is the technique used in a celebrity campaign?
- b. When are the products termed 'bootleg'?
- c. What is the aim of a brand using celebrity endorsement?
- d. Does the use of celebrities alone guarantee the success of a product?
- e. What do you think is necessary to consider before beginning a celebrity campaign?

2 Find synonyms for these words in the text above.

- | | |
|---------------------|-------------------------|
| a. well-known | e. starting place |
| b. to support | f. authority |
| c. support | g. advisors |
| d. scent | h. only |

3  **PAIR WORK** Discuss the use of celebrities in these advertisements. Look out for the parameters of the text above in the use of famous people.

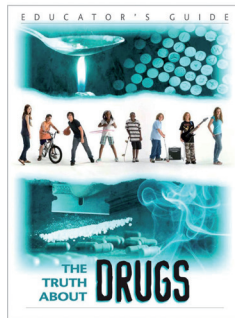
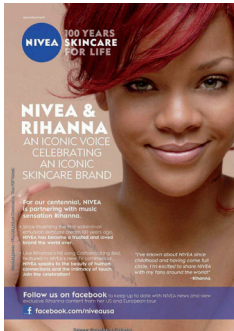
Example: a. Usher Raymond IV (born October 14, 1978) is an American singer, songwriter, dancer and actor. Usually known by his first name only, he is very popular in the USA.



- a. b. c. d.

4  **PAIR WORK** Answer these questions after analysing the advertisements below.

1. Do you recognize the celebrities in these advertisements?
2. What are the products or services advertised?
3. One of the four ads is different from the others. Why?



- a. b. c.



- d.