

Celebrity Endorsement: How It Works When a Celebrity Fits the Brand and Advertisement

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Abstract : Celebrities are admired, appreciated and imitated all over the world. As a natural result of this, today many brands choose to work with celebrities for their advertisements. It can be said that the more the brands include celebrities in their marketing communication strategies, the tougher the competition in this field becomes and they allocate a large portion of their marketing budget to this. Brands invest in celebrities who will represent them in order to build the image they want to create. This study aimed to bring under spotlight the perceptions of Turkish customers regarding the use of celebrities in advertisements and marketing communication and try to understand their possible effects on subsequent purchasing decisions. In addition, consumers' reactions and perceptions were investigated in the context of the product-celebrity match, to what extent the celebrity conforms to the concept of the advertisement and the celebrity-target audience match. In order to achieve this purpose, a quantitative research was conducted as a case study concerning Mavi Jeans (textile company). Information was obtained through survey. The results from this case study are supported by relevant theories concerning the main subject. The most valuable result would be that instead of creating an advertisement around a celebrity in demand at the time, using a celebrity that fits the concept of the advertisement and feeds the concept rather than replaces it, that is celebrity endorsement, will lead to more striking and positive results.

Keywords : celebrity endorsement, product-celebrity match, advertising, social sciences

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