

Wednesday, April 8 – Marketing

Lesson Topic: Celebrity Endorsements

Bell Ringer: Why do brands use celebrities to endorse their products?

Lesson Objectives:

1. Choose celebrities to endorse new products.

Lesson:

1. Complete the lesson below the is a practice from yesterday's lesson. You need to complete the lesson from Tuesday, April 7 BEFORE you do this lesson.

Marketing Sponsorships- Endorsement Exercise

As you know, we have been discussing the importance of endorsements and how they can be important to the marketing efforts of products and services.

You are to take the role of the Marketing Manager for each of the products listed below. You are to decide on a celebrity to endorse each of these products/services listed. Make sure that you review the target market information as well as the market that these products/services are targeting. You should really think through each of these and **come up with an endorser that matches the brand and target market but is also reasonable**. After you come up with an endorsing celebrity/athlete, you must describe at least *two promotional activities* that you will create in which you will use this celebrity to endorse the product/service.

1. Gatorade Plus +

- a. Gatorade with extra nutrients for older adults.
- b. Target Market: Males/Females, 55-65 years old, Income: \$45,000 - \$75,000, Healthy Lifestyle, Like to exercise and stay in shape, belong to a gym, played sports when in high school/college.
- c. Product to be released nationwide.

2. The Exotic Steak House

- a. Restaurant serves wild game (antelope, deer, bison, alligator, etc.)
- b. Target Market: Males, 35-55 years old, Income: \$55,000 - \$75,000, Married with kids, Drives a truck or SUV, White collar worker, Likes to hunt and fish, spends time doing projects around the house on weekends (DIYer), Loves to grill at home on weekends, enjoys sports on TV.
- c. One restaurant to open in Oklahoma City only.

3. Mazda MX5 Miata

- a. This is the affordable convertible (\$24,000 base price up to the low \$30,000's)
- b. Target Market: Females, 22-35 years old, Income: \$45,000 - \$60,000, Single, no children, Rents apartment or home, college educated, lives in a large urban area (Miami, Dallas, LA), spends free time with friends in very social situations, eats out most nights, focusing on advancing career and not starting a family any time soon.
- c. Product to be released in large, urban markets in the south initially.

4. Hershey Ultimate Bar

- a. A rich chocolate with caramel in an extra large bar – 10oz.
- b. Target Market: Boys and Girls, Ages 5 – 13, Household Income \$35,000 - \$65,000, Lives with one or both parents, Mom does the household shopping, Often buys extra sweets for the kids, drives an SUV and is a home owner, and kids are active in school and extracurricular activities.
- c. National rollout of product in October.

| <i>Product</i> | <i>Proposed Celebrity Endorser</i> | <i>Description of (2) Promotional Activities</i> |
|-------------------------------|------------------------------------|--|
| <i>Gatorade Plus</i> | | |
| <i>The Exotic Steak House</i> | | |
| <i>Mazda MX5 Miata</i> | | |
| <i>Hershey Ultimate Bar</i> | | |