

Ad Endorsement



Subject: Commerce

Lesson: Ad Endorsement

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1. Learning Outcomes:

At the end of this lesson, you should be able to:

- define the meaning of the term celebrity,
- understand what is endorsement,
- identify the factors behind choice of celebrity,
- gain knowledge about the influence the celebrity endorsement has on the brand,
- apply the knowledge of matchup of the celebrity with the brand,
- differentiate between celebrities and non celebrities.

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2. Introduction:

A common feature of all well made and successful advertisements is a person endorsing (talking highly about the features/benefits of) the product. The person might do it openly or subtly. In addition, the person could be a celebrity or a non-celebrity. This lesson will take you through all aspects related to endorsement, touching upon the connection and disconnect between the brand and the endorser, the choice of the celebrity.

3. Meaning of Endorsement

Think of a product or a service.
Now think of a product or a service you are satisfied with.
Will you talk to other people about this product/service?
Why?

Whether it is an ad for a product or service in print or broadcast media, one can see all kinds of people trying to sell all kinds of products and services. This ranges from Actors, Models, Television Personalities, Sportspeople, Entertainment personalities, Corporates to peoples like Lalitaji in Surf campaign or the Waterfall girl in Liril ad who became celebrities as a result or even the average person on the street.

Value Addition 1: Video
An Example of Ad Endorsement
Click on the link below to view the ad of Surf. Give your opinion about the impact of the advertisement. How important do you think has been 'Lalitaji' in the ad? Discuss your opinion with your peers.
Source: www.youtube.com/watch?v=CN_plnOolf8

Figure 1: Click on the link below to view a picture of an Endorser in the ad for Liril soap

Source: <http://bellurramki18.files.wordpress.com/2006/09/liril.jpg>

Some or all of the personalities mentioned above, could do it or actually do it verbally, through demonstrations, display of name on or in the ad. It can be done or is done by adding their signature or other known feature that can be associated or attached to them.

This is referred to as an endorsement.
Simply stated an Endorsement means 'a promotional statement'.

4. Meaning of Endorser

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The person or organization that does this either for a payment or for free, is called an endorser.

According to Cambridge dictionary, an endorser is "someone, especially a well-known person, who appears in an advertisement saying that they use and like a particular product"

History of Endorsement

According to Kerry Seagrave in his book, *Endorsements in Advertising- a Social History*, "Before World War I, endorsement ads were tied to patent medicine, and were left with a bad reputation when that industry was exposed as quackery" (imitation or fake).

The reputation was well earned: claims of a product's curative powers sometimes ran opposite the endorser's obituary (an announcement, especially in a newspaper, of somebody's death, often with a short biography), and Lillian Russell once testified that a certain compound had made her "feel like a new man".

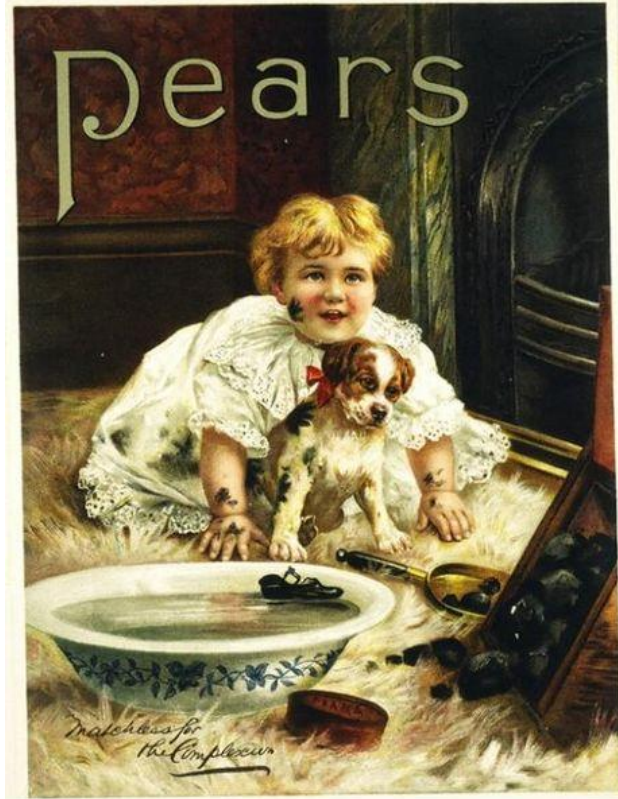
Distrusted by the public, banished (never mentioned) from mainstream publications, endorsements were never used seriously until around 1920, but returned, with the growth of consumerism and modern media.

Despite its questionable effectiveness, endorsement advertising is now everywhere, costing advertisers (and consequently consumers) hundreds of millions of dollars annually."

Figure 2(a): Ad of Pears Soap



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Source: [http://en.wikipedia.org/wiki/File:Pears Soap 1900.jpg](http://en.wikipedia.org/wiki/File:Pears_Soap_1900.jpg)

The 1st such endorsement on a large scale was by a soap manufacturer, Pears, who hired a popular and beautiful actress of her time, Lily Langtry, to give the following statement, "Since using Pears Soap, I have discarded all others." A large sum of money was given to artist John Millais, at that time, for painting this (since printing of posters started happening much later) and thus began the use of fine art to sell products. This was used in all their promotional material and the ad was much talked about and contributed greatly to the popularity of the product.

Figure 2(b): Click on the link below to see another ad of Pears Soap

Source:

<http://cache2.allpostersimages.com/p/LRG/17/1747/VYM3D00Z/posters/lillie-langtry-and-the-prince-of-wales-used-to-endorse-the-virtues-of-pears-soap.jpg>

5. Types of Endorsers

Generally the endorsers can be divided into 4 categories:

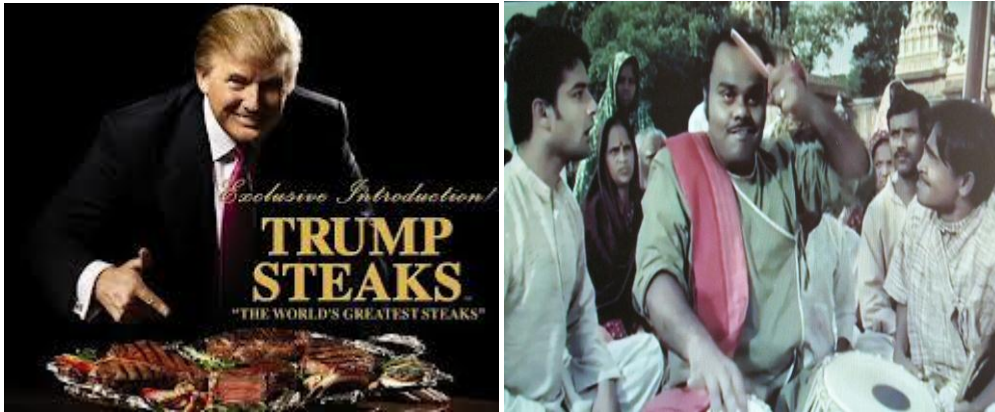
- Celebrities
- CEOs
- Experts
- Typical Persons

Value Addition 2: Video

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Relevance of Ad Endorser

Click on the links below to watch the Donald Trump's ad for Trump Steaks and 'Alpenliebe' ad titled 'Center Fresh Jugalbandi'.



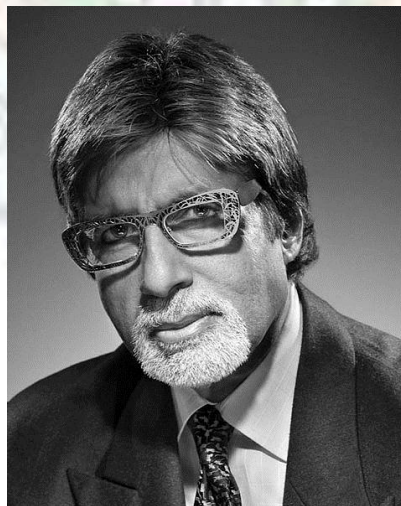
Watch out the differences in the two ads with respect to endorsement. In your opinion, which one is more impactful? Give reasons to justify your point of view.

Source: 1. http://www.youtube.com/watch?v=LyONt_ZH_aw
2. <http://www.youtube.com/watch?v=V8zJfzfoEEA>

6. Celebrity Endorsement

Celebrity: A celebrity is someone who has been able to get a lot of public recognition by a large number of people from various field and disciplines. Not many knew Psy before his video Gangnam style became a superhit on YouTube and also talked about a lot on facebook. Closer home, there is a similar case with YoYo Honey Singh, the pop sensation.

Figure 3(a): Celebrity – Amitabh Bachchan



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Source:

http://hi.wikipedia.org/wiki/%E0%A4%9A%E0%A4%BF%E0%A4%A4%E0%A5%8D%E0%A4%B0:BACHCHAN_Amitabh_03-24x30-2009b.jpg

Figure 3(b): Celebrity – Sachin Tendulkar



Source:

http://hi.wikipedia.org/wiki/%E0%A4%9A%E0%A4%BF%E0%A4%A4%E0%A5%8D%E0%A4%B0:Sachin_Tendulkar_Autograph.jpg

Figure 3(c): Celebrity – Mahesh Bhupathi



Source: http://en.wikipedia.org/wiki/File:Mahesh_Bhupathi_US_Open_2009-2010-01-02.jpg

Celebrities generally enjoy a high degree of public awareness, recognition and adulation. In public they can be seen and associated in different ways. First, they could be discharging their professional duties and commitments, e.g. tennis player Mahesh Bhupathi might play tennis in front of an audience in Wimbledon and seen in ads of products like Colgate toothpaste. Celebrities are seen everywhere, attending events like the Filmfare Awards, or world premieres of movies.

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In addition, they are seen and heard in various print and audio visual media, and the tabloids that snoop around hoping to get into the 'private life' of celebrities (e.g., news channels covering actor Saif Ali Khan's tiff in a Delhi Hotel).

They could be associated with charity events or inauguration of retail establishments or social events. Shilpa Shetty, the film actress was seen attending aarti at the Kumbh, Allahabad in the last week of January 2013 is a good example. Last but not the least, celebrities appear in ads and can be seen promoting various products and services. See Salman Khan saying "Maa Kassam Bahut Mazboot Hain" for Relaxo footwear on TV.

CEOs as endorsers

Instead of celebrities, CEOs can be used as spokespersons. Internationally, for Virgin, Richard Branson appears in most corporate ads. Closer home Vijay Mallya appeared extensively in Kingfisher Ads.

Figure 4: Celebrity – Vijay Mallya



Source: <http://en.wikipedia.org/wiki/File:Vijaymallya.jpg>

Highly visible CEOs are a major asset. A brand like MDH Masale has Mahashay Dharampal appearing in all TV ads since the company took to advertising on TV. Of late a lot of real Estate companies' campaigns have their CEOs appearing in media. Globally the late Steve Jobs associated with Apple computers, used to appear in ads featuring new product launches of Apple, especially the iPod launch.

Expert Sources

These range from physicians, chartered accountants, financial planners to lawyers. Testimonial ads use these experts extensively. One example that comes to mind is the famous astrologer Bejan Daruwalla supporting the use of certain branded gems. Another is the famed auto designer Dilip Chhabria's expertise utilized for technically analyzing new car launches.

Experts like the ones in the above examples are usually chosen because of the knowledge they have garnered through experience, training or study.

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Various organizations exist that certify the quality of products, by stamping their seals of approval for some products (Colgate Toothpaste), as done by the Indian Dental Association.

A seal of approval is a logo of such certifying organizations on the products' package or/and ad which indicates that the certifying organization certifies the benefits of usage or consumption of the product. In some cases, the organizations are paid by the product manufacturers, while in other cases the approval is given in the public interest.

Non celebrity endorsers

You had earlier read about the Lalitaji and Surf Campaign through which a regular person became a celebrity (later on she got to appear in a TV serial Udaan as the main protagonist).

Figure 5: Click on the link below to see a picture of a 'Non-Celebrity Endorser'

Source: <http://1.bp.blogspot.com/-y8cQQzMY0-M/T45b6nKWUki/AAAAAAAAE8k/CvkJ6ShRCsM/s320/Lalita%2Bji.jpg>

Advertisements that portray the person-on-the-street or boy/girl-next-door users include multiple people rather than a single person. This is done as the ad is likely to generate greater buzz where multiple people are used.

Value Addition 3: Case Study
Endorsement and Liril
Click on the link below to read about the Liril case. Thereafter, answer the following questions:
Q. Find out more about the ad campaign. What do you think is the most endearing factor in the ad? Discuss with your peers
Q. What was the message given by the ad campaign? Also try to identify the target market the campaign was aimed at.
Q. In what category would you put the endorser?
Source: http://bellurramki18.wordpress.com/2006/09/01/remember-the-old-liril-ad/

Endorsers in the four categories discussed above are not mutually exclusive. Research has revealed that when non-celebrity endorsers are used continuously over a period of time, may make them celebrities in their own right. A very good example discussed earlier is Lalitaji in Surf Ad or the Pug that was shown in the Hutch ad. Also some individuals could be promoting more than one category of product as seen from the figure above.

Tata Steel in its campaign 'Ispat Bhi Hum Banate Hain' two decades back featured its own employees. Regular people appearing in ads have become a regular feature since there is a higher cost associated with the other categories.

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Another reason is the overexposure and overuse of celebrities. In addition, the positive impact of the celebrity is not as strong as it used to be earlier.

The use of a Celebrity nowadays has become a shortcut to get the consumer's attention and make efforts to retain him/her in a short span of time.

Figure 6: Click on the following links to view the pictures of Lux Celebrity. Lux was the first product to cash in on celebrity power.

Source: http://2.bp.blogspot.com/_zfDuy4-yDB8/SSpEsexsNI/AAAAAAAAABxc/pU3vJ3HS0Dk/s800/zeenat_aman_lux_ad_1970s.jpg

and

http://2.bp.blogspot.com/_9c2841q7u_c/SI7vbKQ13ZI/AAAAAAAAACuI/3aAlcXbeD4/s320/zeenat_aman_lux_ad_1980s.jpg

6.1 The Impact of Celebrity on Brands

Branded products are seen and sold a lot more, as the evolved consumers of today are likely to buy them. Brands aid consumers in making choices and judgments. Successful branding today is all about influencing the decisions taken or to be taken by current and future consumers, i.e., the way consumers perceive or see the product, and brands. This is where the role of a Celebrity becomes all the more important. He/she tries to manipulate the purchase intention of a customer by promoting the endorsed brand through advertisements that show him speaking positively about the product or using the product. Recall Salman Khan the actor and Revital brand where he says that 15-20 saal se Revital kha raha hoon.

Figure 7: Click on the link below to see a diagram showing the importance of Celebrity Endorsement

Source: <http://www.tamindia.com/Mailer/celebs/H12010/graph/1.jpg>

Figure 8: Click on the link below to view a diagram Relative Endorsements by Popular Celebrities

Source: <http://www.tamindia.com/Mailer/celebs/H12010/graph/2.jpg>

Figure 9: Click on the ;link below to see the top 10 product categories using Celebrity Endorsement on TV

Source: <http://www.tamindia.com/Mailer/celebs/H12010/graph/3.jpg>

Figure 10: Click on the link below to view an image of top brands endorsed by celebrities on TV

Source: <http://www.tamindia.com/Mailer/celebs/H12010/graph/4.jpg>

6.2 The Need to Use Celebrities

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A lot of people believe that most products cannot be sold without the celebrity touch. They are the ones who have come up with the theory of 'using celebs as crutches in the absence of an idea'. Nevertheless you should realize that for an ad to succeed, the idea has to be such that there is a sort of aura around it - in other words something away from the routine, the ordinary.

Celebrities are able to attract attention towards them. Right from the late Michael Jackson to Aamir Khan's association with Pepsi- celebrities have been making their presence felt in ads.

Advertising agencies need to ensure that the brand should not get overshadowed by the celebrity.

Value Addition 4: Video

Celebrity Comparison

Click on the links below to view videos on Pepsi advertisements featuring the late Michael Jackson and Aamir Khan. In your opinion who would have had a better impact in India? Why? Discuss with your peers.

Source: www.youtube.com/watch?v=d8yoxVhzHUc
www.youtube.com/watch?v=bsbkZywWt70

Value Addition 5: Activity

Impact of Celebrity

Fans idolize celebrities, so advertisers hope this adulation will get transferred to the brand. Does it really happen?

A few instances are presented before you. Discuss with your peers the impact the celebrity has on the viewer in the following cases:

- Ram Kapoor featuring in Vim
- Shah Rukh Khan promoting Hyndai i10
- Amitabh Bachchan in Boroplus
- Abhishek Bachchan in Idea
- Aishwarya Rai in L'Oreal
- Sakshi Tanwar in Vim
- Sridevi in Vanish
- Aamir Khan promoting removal of Malnutrition
- Amitabh Bachchan, the brand ambassador for Gujarat
- Madhuri Dixit in Expert Dishwash Bar

6.3 The Current Scenario

Fears are often expressed that advertisers as well as advertising agencies sometimes get carried away as their objectives and goals get blurred. Benetton has never been too far away from controversy throughout its association with advertising.

Attention spans are becoming extremely short as the media environment becomes more and more cluttered and segmented. The number of brands far exceeds the

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number of ways through which the message delivery takes place such as TV, radio, print, internet, mobile. So making one's presence felt is becoming increasingly tough.

In such a scenario, a celebrity comes as a breath of fresh air. For a newly launched product, it provides immediate brand recognition. For the established brand, it is an opportunity to create and nurture long lasting linkage with the consumers.

Figure 11: Click on the link below to view an image of Catherine Zeta-Jones endorsing the brand 'Elizabeth Arden'

Source:

http://images.teamsugar.com/files/upl1/2/20652/17_2008/zetajones.xlarger.jpg

A representative of Euro RSCG (A reputed ad company) says "among the major plus points of using a celebrity is that there is instant recall. A celebrity is a brand in itself and if properly used, the brand value of the product will increase due to the value of the celebrity"

Hence companies are willing to pay anything between 50 lakhs to 8 crores for their targeted celebrity. According to the COO of Saatchi and Saatchi "Most celebs by virtue of the work they have done, are associated with certain values and often these values can be aligned with the values of the brand. The power of the association is built on the plank for the brand value"

6.4. Celebrity – Brand Matchup

Interesting as it sounds, how do you like the idea of Salman Khan promoting Relaxo footwear?

Figure 12: Click on the link below to view an ad showing Salman Khan promoting Relaxo Footwear

Source: http://www.adgully.com/image/51130_salman-khan-relaxo.jpg

Hema Malini promotes the benefits of Kent RO water purifier. Does it carry a lot of believability?

Figure 13: Click on the link below to see an ad showing Hema Malini promoting Kent RO Water Purifier

Source: <http://khabermmedia.com/userfiles/hema%20kent.jpg>

In the same breath, what about her testimony for Malabar Gold and Diamond Jewelry?

On the other hand there is likeability about Salman Khan talking about Revital as he is above 45 years of age.

Figure 14: Click on the link below to see a picture showing Salman Khan promoting Revital

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Source: <http://writers-pavilion.com/wp-content/uploads/2012/11/Revital-300x213.jpg>

Value Addition 6: Video
Saina Nehwal – An Ambassador For A Pain Relieving Product
Click on the link below to watch a video of Saina Nehwal as an ambassador for a pain-relieving product.
Does this make Saina Nehwal an effective endorser for Fast Relief ointment? Why?
She is known as an outstanding badminton player who has brought laurels to the country. Her profession ties in very well with the pain relieving product that she endorses. This indicates that there has to be a matchup between the celebrity, the intended audience/viewer and the product/service being communicated.
Source: http://www.youtube.com/watch?v=L2kOZ1515WY

Value Addition 7: Activity
Endorser Match Up
Think of some other products other than those listed here where there appears to be perfect match between the product/service. Why? Discuss with your peers.
Hint: Narain Karthikeyan and Speed from Bharat Petroleum

In case a celebrity is used to enhance the brand image it is important that the celebrity matches the product. A good brand campaign idea is the result of perceived link between the celebrity and the message (as seen by the recipient of the message). Association with celebrities results in increased attention, recall and positive attitudes towards the subject to the presence of a good idea and the fact that there is a harmonious fit between them and the brand.

6.5. Disconnect In The Values

If the choice of the celeb is made in a hurry and without too much thought, then the creative team has to take the blame of creative bankruptcy. 'For certain categories like high priced, big ticket items like cars, one can understand the use of celebs, for the rest it looks ridiculous' says Ranjan Kapur, now Chairman, Bates India. Case in point is that of Big B endorsing Parker Pens or Big B shown promoting the use of Boroplus.

A brand fit vis-a-vis the celebrity has become very important nowadays. The celebrity's personality should fit in harmoniously with the perceived values that get attached or visualized with the brand. Thus younger celebs are more likely to be associated with products like banking or insurance although Amitabh Bachchan has very successfully handled these kinds of products.

So when advertisers want to associate their ad campaign with celebrities, they should keep in mind the essential characteristics of their brand. "Sometimes when we are in doubt or we don't know enough about the celeb, we conduct studies e.g.,

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we were looking to promote our product in AP. We homed in on Telugu star Pawan Kalyan after research” Arjun Srivastava, EVP Pepsi.

Value Addition 8: Video

Pawan Kalyan’s as a Celebrity

Click on the link below to view the video.

Do some background research on Pawan Kalyan. Why do you think Pawan Kalyan was hired? Do you think some other well-known Tollywood celebrity would have been as effective?

Source: www.youtube.com/watch?v=JBy7YzIenAw

As per Prasoon Joshi “They do work. Celebs can create quite an impact and build an equation with the customers, but celebs are not gods. When you sign a celeb you are basically getting a bundle of talent. You’ve got to use it carefully and sparingly.”

Value Addition 9: Did You Know?

First Broadcast Ad

The first television ad was broadcast in the US on July 1, 1941

Source: http://en.wikipedia.org/wiki/Television_advertisement

Advertisers get in touch with Celebrities as they are desirous of making money by selling the products advertised. Media heads want involvement of Celebrities in their projects as they have link the use of celebrity to increased audience attraction, Film Makers look at them as assured investment with adequate returns in their projects, Marketers use Celebrity endorsements as a short cut to increased exposure and branding of their products trying to achieve their predetermined objective of increased sales. Television Programs that feature guest appearances from Celebrities in various TV shows has become the order of the day today to retain their TRPs or to increase them to build their audiences and Event Management Companies look forward to Celebrity association to attract media attention and increase their revenues as result thereof.

Value Addition 10: Activity

Celebrity for a Non-Sport Vs. a Sport Event

Imagine an event to be hosted in your city or locality related to a carnival. Which kind of celebrity would you rather have as promoter for the event? Why? Would it be any different if it were a sports event? Why/Why not?

Value Addition 11: Activity

Choice of Endorser

Prepare a list of companies that have sports personalities as celebrities. Compare brands featuring cricket personalities versus other sports personalities

Value Addition 12: Activity

Brand-Celebrity Compatibility

Click on the two links given below to view the ads of Dish TV and Kurkure.

Look at the two brands and their endorsers in the pictures. Who do you think makes a better fit? Why?

Discuss your opinion with your peers.

Source:

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1. <http://img269.imageshack.us/img269/6342/dishsrk2.jpg>
2. http://3.bp.blogspot.com/-41pwgUR2Q9s/UPpk2c2NOjI/AAAAAAAAH0M/Rmnl_V3LYOY/s1600/Kurkure-Juhi-796998.jpg

A few aspects that help to increase compatibility between the celebrity and brand image are:

- Celebrity's fit with the brand helps to enhance attention to the ad as well as the product
- Celebrity—Target audience match aids awareness of the product as in the case of Amitabh Bachchan and Reid and Taylor Suiting
- Celebrity associated values help the brand to enhance its image in the minds of the prospects
- Costs of acquiring the celebrity, where low, will result in cost savings which can be used in other kinds of communication campaigns
- Celebrity—Product match has to be there and has already been explained earlier
- Celebrity controversy risk as in the case of Tiger Woods and his marriage problem and near separation as a result thereof or Louis Armstrong and Doping might lower the image of the brand associated with the celebrity in question
- Celebrity popularity is directly proportional to the number of associations of brands e.g., a recent survey revealed that Mahendra Singh Dhoni is endorsing the maximum number of brands
- Celebrity availability leads to increasing offers by a wide variety of brands
- Celebrity physical attractiveness in case of the late Dara Singh who was invariably associated with some products related to strength and/or durability

Value Addition 13: Pause & Think

Use of Celebrity for Struggling Brands.

Do you think use of celebrities is the wonder drug for struggling brands? Discuss your opinion with your peers.

Selection of Celebrity – The TEARS Model

The selection is in fact a collaboration, from which both the company and the Celebrity gain.

There are various scientific ways in which the right Celebrity is selected

- **Trust won by the celebrity:** For example -Amitabh Bachchan who is a symbol of trust; promoting a leading Bank
- **Expertise of the Celebrity:** For example –Hafeez Contractor the famous architect endorsing the construction by a certain company
- **Attractiveness:** For example - Tennis player Roger Federer who earns millions of dollars per year through brand endorsements.
- **Respect:** For example–Aamir Khan talking about removing malnutrition campaign.
- **Similarity:** For example - a child artist promoting a milk or biscuit brand.

Cashing in of celebrity appeal has been going on for a very long time. Be it in products or services, more and more brands increasingly trust the mass appeal of celebrities. As soon as a new face rises and comes forth in the popularity charts, advertisers compete to be the first to associate him/her with their brand. The

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increasing number of brand endorsements of Saina Nehwal esp. after Olympics and Virat Kohli after his performance in 2012 in a matter of a few months is a case in point to think about. Celebrity endorsements can be rightly justified by the following benefits that get tagged with the brand:

- **Establishment of Credibility:** Approval of a brand by a star creates and nurtures a sense of trust for that brand among the target audience- this is especially true in case of new products. An apt example is the Shah Rukh-Santro association which got extended to the i10campaign as well.

The same may not work as successfully for established product/service brands.

Value addition 14: Pause & Think

Credibility of a Celebrity establishes credibility for the Product or Brand

The belief is that the appearance of SRK led to an increase in the sales of Santro. Do you agree? Why or why not? Discuss your opinion with your peers.

Source: <http://www.youtube.com/watch?v=BpbdCSftuqY>

- **Psychographic Aspect:** Fans best love and adore Celebrities and advertisers use stars to cash in on these feelings to sway the fans towards their brand
- **Demography:** Different stars appeal differently to various demographic segments (age, gender, class, geography etc.)
- **Mass Appeal:** Some stars have a universal appeal and therefore prove to be the best option to generate interest among the masses
- **Ensured Attention:** Association with celebrities ensures greater attention of the target group to the brand being advertised
- **PR coverage:** Another reason for using celebrities is that a number of advertisers perceive that celebrities get a higher coverage by PR
- **Higher degree of recall:** Viewers associate the personalities of the celebrity with the brand thereby increasing the recall value. e.g., Juhi Chawla and Ezee Detergent Powder
- **Associative Benefit:** A celebrityseen/heard promoting a brand creates the impression that because the celebrity is benefiting from the brand, the consumer feels that he/she too will also benefit. Look at the ad where Salman Khan promoted Revital
- **Offsetting a tarnished image:** Cadbury India wanted to restore the consumer's confidence in its chocolate brands following the high-pitch worms controversy; so the company appointed Amitabh Bachchan for the job.
- **Putting life in a stagnant brand:** With the objective of infusing fresh life into the stagnant Chyawanprash category and staving off competition from various brands, Dabur India roped in Bachchan for an estimated Rs 8 crore

Amitabh Bachchan, as an endorser, from an overall perspective, is the perfect endorser. He fulfills all the FRED objectives, i.e., Familiarity (target market awareness, friendly nature, likeability, dependability and trustworthiness); Relevance (established link between the endorser and the product as well as between the endorser and the audience); Esteem (the polio endorsement, for example, is successful as the masses see him as a credible name-face-voice); Differentiation (in

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all his projections, seen to be one among the masses, and yet he towers above them). His appeal transcends borders.

7. Issues in Endorsement

A few issues the agency has to contend with:

- Can you recall the various brands that Sachin has endorsed over the years?
- Have there been times when you cannot distinguish one brand endorsed by Amitabh Bachchan from another?
- When was the last time you noticed the brand being advertised because of its features and not because of the good looks of a celebrity trying to sell it to you?
- Does the consumer think in categories and slot brands accordingly or is it one big maze of brands and saliency is dependent on 'recency (recent appearances of the celebrity in different ads)'? And finally, does it really help the brand?

This is a debate that has been going on ever since the wave of celebrity brand endorsements overran the Indian advertising industry. Ever since, the fine line between the brand and celebrity has blurred to an extent that one wonders whether it's the star projecting the brand, or vice versa. Case in point is the Aamir Khan-Innova ad, in which the star plays multiple roles. One would think that it was an Aamir Khan ad, not so much an automobile one. Or for instance, would anyone remember that Shah Rukh Khan endorsed a brand of ready-to-eat noodles Top Ramen. And in the celebrity clutter, chances are bright that the brand and category will become difficult to remember for the average consumer.

On the other hand, these same advertising gurus have given the common man (in this case woman) a face by introducing a Lalitaji, who displayed the image of the typical Indian woman for so many years. Then there was Digen Verma, a phenomenon no one had seen but everyone knew. And then there are brands like Fevicol, that don't need a face to get it noticed.

Value Addition 15: Video
Frooti Digen Verma Advertisement
Do you think if a celebrity or a familiar face was endorsing Frooti it would have had a better impact? Discuss with your peers.
Source: www.youtube.com/watch?v=kVcppyzogEE

Figure 15: Click on the link below to view a Fevicol Ad

Source: <http://www.myindiapictures.com/pictures/up1/2011/12/Funny-Fevicol-Ad-Poster.jpg>

The creative stands out so beautifully that the brand never needs to depend on one person to give it that boost.

But what happens in those instances when a legend is created by a brand? Take Vijay Mallya or Virgin's Richard Branson. A brand in himself who typifies the

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personality associated with the brand—he's fun, exciting, intriguing yet challenging - but he is not a brand unto himself.

Brands associated with a living legend, should focus on relationship building and brand building, as the brand is always bigger than any person, even a legend.

Of late, celebrities are given as directive by the client to the ad agency as they are seen as a short cut to quick brand exposure. Scripts are written exclusively for them. The recent ad about Sharukh and Hyundai i10 more than certifies this.

What clients and agencies forget is that if the celebrity is not integral to the brand and the storyline, he/she can stand out, leaving a very negative impact on the consumer's mind. The oldest reason for using stars in commercials is that it builds credibility for the brand. But does the consumer really believe that Shah Rukh drives a Santro? Or a Salman Khan using Relaxo footwear? Or a Hema Malini consuming water processed by Kent RO?

Research conducted by Subhash Kamath of Bates India that tracked consumer opinion on the 'relevance and effectiveness of celebrity advertising in building brands', urged "brands to focus on ideas". "Concluding that ideas, and not celebrities, build brands, the study identified the optimum celebrity 'fits' and the cases where celebrities overshadowed brand-building performance."

Whatever the reasons, the reality is that celebrities can—and do—play a major role in building brands.

8. Factors Affecting Choice of Endorsement

However, there are the following factors that brand marketers need to bear in mind while choosing an ambassador:

Celebrity Attractiveness: In selecting celebrities, ad agencies consider various factors like friendliness, likability, physique and occupation.

Creative execution: Creative teams trying to come up with good workable copy should understand that it is the celebrity promoting a product and not vice versa.

Personality: As discussed earlier, the personality of the celebrity must match with the personality that the brand portrays or gets associated with. Thums Up had actor Akshay Kumar performing death-defying stunts (perceived to be an action hero-adventurous and outgoing, who provides a lot of thrills and spills), which is a perfect fit between personalities of the brand and the star.

Values & emotions: Juhi Chawla, after marriage, is seen as the housewife promoting Kurkure or the use of Wipro Easy liquid detergent.

Miscellaneous Considerations: Other factors that need to be considered are cost, difficulty or ease of working with the celebrity, the number of other products/services that s/he is endorsing etc.

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Where a celebrity is overexposed i.e., endorsing too many products- his/her perceived value or likeability might suffer.

Summary:

- Endorsing a product/service in an ad campaign adds a lot of trust to the product/service
- Despite the cost savings, celebrities are increasingly being used as mouthpieces by brands competing in today's cluttered media environment.
- There are several reasons for such extensive use of celebrities. Because of their high profile, celebrities may help advertisements stand out from the surrounding clutter, thus improving their communicative ability.
- Celebrities may generate a lot of PR for brands.
- But it would be unwise to consider celebrity endorsement as a remedy for all problems faced by advertisers
- If used effectively, celebrity endorsement makes the brand stand out, may increase brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity.
- CEOs, typical persons and experts are being used as cost effective yet impacting alternatives to celebrities
- Endorsers are selected based on individual's attractiveness, likeability, trustworthiness and/or expertise

Exercises:

Short Questions

1. Define the term celebrity.
2. Explain the term endorsement.
3. List the factors in choice of Celebrity.

Long Questions

1. Explain the factors that make Shahrukh Khan an effective endorser.
2. Identify two product categories where Mahendra Singh Dhoni would not make an effective endorser. Justify your school of thought.
3. If you are the brand manager for a Hair Coloring product and are looking for a celebrity to replace Aishwarya Rai as the endorser for that brand, who would you replace her with and why?

Glossary:

Adulation: Flattery or excessive admiration

Brand Ambassador: A Brand Ambassador can be explained to be the one who is a spokesperson for the brand and not just appearing as a testimonial for the brand's benefits.

Brand Image Strategy: A creative advertising strategy through which the advertiser focuses on developing an image for a brand by associating it with symbols.

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Cognitive: The consumer's knowledge, thoughts and beliefs

Conative: A behavioral tendency to purchase a specific item

Corporate Image Advertising: a form of advertising that attempts to gain name recognition for a company, generating goodwill for it and its products

Message Research: A technique that tests the effectiveness of creative messages. It is also called as copytesting.

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