

Business & Marketing

(Grades 10-12)

Celebrity Endorsement

Objectives	<p>As we learned earlier, a celebrity's appearance at your venue, usage of your product in their movie or music video is free promotion and a great tool to put your product out there. For this assignment a student will be able to choose a celebrity to follow and do an investigative report on the products they endorse.</p> <ul style="list-style-type: none">• Student will learn trends in celebrity appearances and how they influence the open market.• Students will use www.twitvid.com to follow the celebrities and keep track of what they promote via their 'Twitter' and 'TwitVid' accounts.• The students will also investigate company trends with the influence of big name celebrities. <p>This activity should take 2 class periods to complete.</p>
Materials	<ul style="list-style-type: none">• The students will need a computer and internet access so they will be taken to the computer lab for the duration of the assignment.• www.twitvid.com is the address where they will find their celebrities and their postings.• http://www.nyse.com/ is the site where they will be able to find the daily listings for companies and track their stocks to see the relevance between growth and advertising of a company. <div data-bbox="581 1066 873 1138"></div> <div data-bbox="1040 1066 1349 1138"></div>
Procedures	<p>Students will work individually for this assignment.</p> <ol style="list-style-type: none">1. After logging into their computers, the group will visit the above site.2. Students will browse through celebrities to find ones that they like and have a 'TwitVid' account and postings. (Ex: Dwight Howard)3. Find a video post by the celebrity that incorporates an advertising or promotion. (Ex: Dwight Howard at Champs sporting goods store)4. Write a paragraph on the influence the celebrity might have on stocks and investment in the company in the upcoming days and why.5. Now go to the Stock Exchange site listed above and find the company's data in the search. (Ex: Champs, you will learn is owned by the Foot Locker Corp.) Go to the corporations 'Data' tab.6. When reviewing the data for the company look at the time period that the video/promotion was posted and record any activity that you noticed in the stocks. (Ex: After the posting of the various Champs video 6 months ago, Champs' stock price has nearly tripled)7. This activity should be repeated for two celebrities.8. Based on your observations of the stock, write a paragraph on whether or not your hypothesis and prediction was correct.<ul style="list-style-type: none">• Explain the following also:<ol style="list-style-type: none">1. What influence does a major celebrity have on the well-

being of a company?

2. How much influence do you think your particular celebrity had on the company and why? Back it up with analytical data in the stock!

Each student should understand at least why companies use celebrities as marketing tools and whether or not it helps.