

Endorsements Activities

Part 1:

For this activity, think of an athlete and a celebrity who you think have the characteristics that appeal to companies looking for a prospective product/service endorsement partner. Then, using the Internet, try to find at least five examples of brands, products or services that the selected athlete or celebrity endorses.

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|-----------|--------------------------|
| Athlete | Brands/Products Endorsed |
| Celebrity | Brands/Products Endorsed |

Part 2:

Grab a mini brand and act as the brand manager for that product. Search out some initial information about the product and search out two stars who would match up great with the product. Prepare a pitch to your boss (your teacher).

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| <p>Product:</p> <p>Product Facts:</p> | |
| <p>Celebrity:</p> <p>Facts:</p> | <p>Athlete:</p> <p>Facts:</p> |

Part 3:

Create a storyboard for a proposed tv commercial with one of the two stars listed above using the mini brand as the true star of this commercial.