


## The 4 P's of an Entertainer

Celebrities are products that are packaged for our entertainment. Pick your favorite celebrity and create a chart describing his/her marketing mix (4 P's).

- **Product:** Include picture of the celebrity and his/her name; discuss his/her style of dress, hair, voice, abilities. (The package)
- **Place:** Where can he/she be seen? Describe any publicity (good & bad), concert tours, TV show times, movie credits; where he/she lives, etc.
- **Price:** how much money do they make per movie/per season/per show/this year, etc?
- **Promotion:** How is he/she promoted? What is his/her image (wholesome, scandalous, etc)? Does he/she have posters? Websites? Etc.

Example:

<p><b>PRODUCT:</b> George Clooney</p> <ul style="list-style-type: none"> <li>• Is well-groomed; classic style</li> <li>• He is an award-winning actor in many movies</li> </ul> 	<p><b>PLACE:</b></p> <ul style="list-style-type: none"> <li>• Seen in many movies: Ocean's 11, 12, &amp; 13; Leatherheads; Men Who Stare at Goats; Burn After Reading are some examples</li> <li>• He was also once a cast member of the ER TV show</li> <li>• He has not had much publicity lately, although he has been known for his good looks; no current scandals</li> </ul>
<p><b>PRICE:</b></p> <ul style="list-style-type: none"> <li>• Commands around \$20 million per movie</li> </ul>	<p><b>PROMOTION:</b></p> <ul style="list-style-type: none"> <li>• He has a pretty clean image</li> <li>• There are several fan websites dedicated to him</li> <li>• Many posters are available such as this one:</li> </ul> 