

Celebrity brand endorsements marketing essay



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1. Introduction to Celebrity Brand Endorsements

From Leela Chitnis being the first endorser for a beauty soap to Shahrukh Khan the quintessential king of Bollywood endorsing the same brand, similarly from the Joan Collins' popular Cinzano commercial in the 1970's, to Bob Hoskins British Telecom ads in the 80's, marketers and advertising directors have been aware of the power of celebrity for decades.

Though in recent times there has been an huge explosion in the appetite for celebrity gossip - and now showbiz news has entered the mainstream news agenda with force. So the question that i had while working on this assignment was ,

So what does this mean for marketers who are embarking on a celebrity backed campaign?

I was highly fascinated by the UK celebrity endorsement market. On of the first nations to have adopted this marketing tool , the entire world of celebrity endorsements has come of age in U. K. So I have picked the most trustworthy and profound celebrity endorser Jamie Oliver. Though he is only known to be the face of the supermarket giant Sainsbury , but his efforts for that brand have been a classic case to analyze within the scope of brand endorsements.

They share an amazing bond , and have been able to leverage each other very well.

I have also tried to analyze the celebrity endorsement market in UK to try and guage a feel of what consumers feel about these celebrity endorsers.

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Jamie Oliver: Celebrity Chef

2. Celebrity Brand Endorser

Jamie Oliver is a phenomenon in the world of food. He is one of the world's best-loved television personalities and one of Britain's most famous exports. Jamie has had huge success with television series *The Naked Chef* (BBC). Jamie has inspired people to spend more time enjoying being in the kitchen – and even start growing their own food! His programmes have now been broadcast in over 100 countries including the USA, Australia, South Africa, Brazil, Japan and Iceland. Having been translated into over 30 languages, the accompanying cookbooks are bestsellers not only in the UK but across the world. His 2010 book, *Jamie's 30 Minute Meals*, became Jamie's first million-selling book in the UK as well as being the fastest-selling non-fiction book since records began.

The high street restaurant collection 'Jamie's Italian' is hugely popular across the UK and the Fifteen restaurant group which he founded in 2002, provides training for young people in three locations around the world as well as producing food of the highest quality.

3. Principal Brand : Sainsbury's

Since 2000 Jamie Oliver has been the public face of Sainsbury's, appearing on television and radio advertisements and in-store promotional material. The deal earns him an estimated £1.2 million every year. In the first two years these advertisements are estimated to have given Sainsbury's an extra £1 billion of sales or £200 million gross profit.

Sainsbury's currently operates 872 hypermarkets, supermarkets and convenience stores. This is split down as 537 supermarkets and 335 convenience stores. It also operates Sainsbury's Bank, which sells financial services, and is a joint venture with HBOS; Sainsbury's Online internet shopping services; and has a property portfolio worth £8.6 billion (as of March 2009).

It is the third largest supermarket chain in the UK (since 2009), and places an emphasis on a higher quality grocery offering compared to its other large rivals.

According to Taylor Nelson Sofres rankings published in January 2008, Sainsbury's market share was 16.4% compared to Tesco's 31.5%, Asda's 16.7% and Morrison's 11.4%

Sainsbury's currently uses the "Try something new today" slogan which was launched in an effort to make consumers venture into purchasing more varied goods.

In 2008 they created a shopping incentive by showing that, when shopping at Sainsbury's, you can feed your family for only five pounds. The incentive, called "Feed your family for a fiver", with the flagship of "Meatballs 'n' More" has been advertised on British television channels, with Jamie Oliver cooking for a family. Sainsbury's is a sponsor of the Paralympic Summer Games in London 2012, and it is the largest sponsorship signed in the history of the Games.

The questions that I tried asking myself , and hence in the process of discovering answers for the same learning the true meaning of this assignment were as follows.

Which celebrity is most or least likely to persuade them to part with their cash?

Which celebrity face do they trust most?

What are their favourite advertising campaigns of recent times?

Does the presence of a celebrity really help sales figures or have consumers become immune to fame in 2008?

4. Brand Endorsements in 2010.

There has been an explosion in the interest of celebrity in the last decade - but what are the impacts on celebrity endorsements? Choosing the wrong face can send a product into consumer oblivion - whilst the right one can propel a brand to global awareness.

Clark Turner, said: " Today, thanks to reality television, it seems that every Tom, Dick or Harry can become a celebrity. Marketers have to think very carefully about the message their chosen ' face' is sending out. For example, if a low profile reality TV star is chosen to promote a particular product some consumers may feel it was all the marketing budget could stretch too!"

Another problem faced by ad directors is making sure their chosen ambassador has credibility in the field.

What I believe is Product and celebrity must go together in all spheres of the market. ABC 1 consumers want to see aspirational celebrities such as Keira Knightley in the ads they watch. Whereas brands like Iceland who appear to have more of a C2D2 audience, choose a face such as Kerry Katona who has a more down to earth image.

5. Advantages of Jamie Oliver as the celebrity endorser for Sainsbury

In a crowded market, use of the right face provides immediate stand out and recognition. Brands aim to draw on the recognition factor to increase the 'halo effect' around their product. In theory, credibility of the celebrity is subconsciously transferred to the brand - increasing consumer trust and awareness of the product in the process.

Use of the right celebrity like Jamie Oliver can accelerate brand building much more quickly than a non-celebrity based marketing strategy. In the first two years of Jamie Oliver endorsing the brand, these advertisements are estimated to have given Sainsbury's an extra £1 billion of sales or £200 million gross profit.

In today's celebrity obsessed culture, a famous face instantly makes a product more press worthy - whether a personality is photographed using their chosen product in every day life to staged photo-calls, the job of the PR department is made much easier when fighting for column inches. This was very well seen in the case of Jamie Oliver and Sainsbury campaigns.

Disadvantages of Jamie Oliver celebrity endorser for Sainsbury

Celebrities have become increasingly savvy as to their consumer influence and as such are charging higher and higher fees to brands meaning it is only global brands that are able to afford some exorbitant rates. Jamie Oliver charged \$ 1. 2 mn every year for the deal.

Brands can unwittingly suffer from negative press should their chosen ambassador be involved in any scandal or misconduct. Essex chef Jamie Oliver has been the face of supermarket giant Sainsburys since 2000 but in January 2008 caused potential embarrassment to the brand when he reportedly attacked the chain for not turning up to a public debate on chicken farming. He later apologised in an open letter to Sainsbury's staff UK wide.

Very high profile celebrities can sometimes overshadow the product they are endorsing. Jamie Oliver and his umpteen number of chat shows , cooking shows , and charity drives did hurt Sainsbury in the same way.

7. Analysis of Brand Association

As a image manager , I believe Sainsbury has been a good choice by my client. The financials of the deal were more than the market rate then. But most importantly there was a blanket media coverage of Jamie Oliver as the endorser for the brand. This not only brought my client in limelight in the earned media vehicles , but also helped Sainsbury gain out of the reputation of the endorser.

Sainsbury also made sure it associated with all the causes and charity that Jamie was doing , so that both of them get the desired positive media attention. The nature of Jamie's profession meant , the signing was a wise decision. Jamie went on to become most popular chef in UK , thus helping Sainsbury get a good positive brand image.

I think Jamie should continue endorsing this brand as it is his principal but extremely strong brand identity.

8. Recommendations for Jamie Oliver

Having tasted success in his profession and as a successful endorser , I suggest the following brands that Jamie can consider :

1. Pastificio Rana

Italian food manufacturer Pastificio Rana is seeking an advertising agency to boost its brand awareness in the UK with a multi-million pound campaign.

It is understood the company has already drawn up a shortlist of agencies to pitch for the business, including Arc London, Grey London and one other agency. Grey handles the business in Spain and Arc's sister agency Leo Burnett holds the account in Italy. It is believed Pastificio Rana is also set to talk to media agencies about developing its UK strategy.

2. Cibosano : Importer of Italian Food in U. K.

3.

Because of the trust factor Jamie oliver has created around the brand he endorses.

4.

Considering his urge to change the food habits of UK teenagers , this can be a smart move . This will give him global recognition and wide mass markets of Asia and Africa.

9. UK Celebrity Influence Survey 2010

In any study of celebrity endorsement it is key to consider the habits and opinions of the purchasing public.

Results:

10 celebrities MOST likely to influence a purchaser into buying a product or service:

Celebrity

Percentage of vote (%)

Jamie Oliver

18. 4

Gary Lineker

10. 7

Myleene Klass

9. 5

Carol Vorderman

8. 9

Lewis Hamilton

6.9

David Beckham

6.2

June Whitfield

6.2

Denise Van Outen

5.7

Chris Moyles

4.9

Keira Knightley

4.9

10 celebrities LEAST likely to influence a purchaser into buying a product or service:

Celebrity

Percentage of vote (%)

Victoria Beckham

8.6

Wayne Rooney

8. 1

Katie Price

7. 8

Kate Moss

7. 1

Kerry Katona

6. 8

Michael Winner

6. 4

Sharon Osbourne

6. 1

David Beckham

6. 05

Chris Moyles

4. 9

Johnny Vaughan

3. 8

Most trustworthy celebrity brand ambassadors:

Celebrity

Percentage of vote (%)

Jamie Oliver

18.6

Gary Lineker

14.3

June Whitfield

12.3

Carol Vorderman

8.0

Lewis Hamilton

7.7

Myleene Klass

6.8

David Beckham

5.8

Denise Van Outen

4. 4

Keira Knighley

4. 0

Chris Moyles

2. 7

How does presence of a celebrity make you feel about a brand?

Celebrity endorsed products on the market today – are there too many?

Does the use of a celebrity have any impact on your likelihood to buy?