

## **THE USE OF CELEBRITY INFLUENCE IN ADVERTISING: EFFECTIVENESS AND RISKS**

The use of celebrity influence in advertising has long been a popular strategy employed by brands to captivate consumers and promote their products or services. By leveraging the fame and appeal of well-known individuals, advertisers aim to harness the power of their influence to drive brand awareness, credibility, and consumer behavior. However, this approach is not without its complexities and potential pitfalls. In this article, we will explore the effectiveness of using celebrity influence in advertising, examining its benefits such as increased brand awareness, enhanced credibility, emotional connection, and the ability to sway consumer behavior. We will also delve into the inherent risks associated with this strategy.

Here are a few key points that indicate the effectiveness of such a marketing company.

**1. Increased brand awareness:** Celebrities have a wide reach and fan following, which can help increase brand awareness and exposure. Their association with a product or brand can generate significant attention and interest among consumers.

**2. Enhanced credibility and trust:** Celebrity endorsements can enhance the credibility and trustworthiness of a brand. Consumers may perceive the brand as more reliable and trustworthy when it is associated with a well-liked and respected celebrity. This can lead to better attitudes toward the advertisement and product, as well as higher purchase intentions [1].

**3. Emotional connection and relatability:** Celebrities often have a strong emotional impact on their fans. By aligning a celebrity with a brand, advertisers can tap into the emotional connection fans have with the celebrity, leading to increased relatability and a positive association with the brand.

**4. Influencing consumer behavior:** Celebrities' endorsements can influence consumer behavior, including purchase decisions. Consumers may be more inclined to try or purchase a product if it is associated with a celebrity they admire or aspire to be like.

The actions of a celebrity endorser can have a significant impact on the reputation of the brand they represent. While celebrities are human and make mistakes, their misdeeds can be magnified and quickly spread through social media and news outlets. When a celebrity associated with a brand engages in bad behavior, the brand's reputation can become tarnished as well. Consumers may associate the negative actions of the celebrity with the brand, causing a decrease in sales and brand loyalty [2].

Based on this, we will consider the risks of such advertising:

**1. Overshadowing:** There's a risk that the celebrity's presence may overshadow the product, leading consumers to remember the celebrity but not the brand.

**2. Mismatch with the target audience:** The chosen celebrity should align with the brand's target audience and values. If there is a disconnect or mismatch, it can lead to confusion or alienation among consumers, reducing the effectiveness of the endorsement.

**3. Celebrity scandals and controversies:** If a celebrity endorser is involved in negative publicity, it can significantly impact the brand's reputation and consumer perception.

**4. Financial considerations:** Hiring a celebrity for endorsements can be costly, especially if it involves high-profile celebrities. Brands need to carefully evaluate the potential return on investment and consider whether the benefits outweigh the expenses.

In the history of advertising there are a huge number of examples of unsuccessful partnerships with famous personalities:

**1. Tiger Woods and Gillette:** Tiger Woods, a renowned professional golfer, had a long-standing partnership with Gillette. However, in 2009, news of his extramarital affairs and personal life scandals emerged, leading to a significant backlash and tarnishing his public image. As a result, Gillette decided to suspend their advertising campaigns featuring Woods. The association between Woods and Gillette became negative, potentially impacting the brand's reputation and sales [3].

**2. Lance Armstrong and Nike:** Lance Armstrong, a former professional cyclist and cancer survivor, was a prominent ambassador for Nike. However, Armstrong's reputation took a severe hit when it was revealed that he had used banned substances during his cycling career. Nike ended its sponsorship and partnership with Armstrong, distancing themselves from the scandal. The fallout from Armstrong's doping revelations had repercussions not only for his personal brand but also for the association with Nike [4].

**3. Adidas and Kanye West:** Kanye West has been known for his controversial comments and behavior, which have led to backlash for Adidas. In 2018, Kanye's comments about slavery being a choice caused a social media uproar, and Adidas faced criticism for their partnership with him [1].

Despite the risks, brands shouldn't avoid celebrity partnerships out of fear. These partnerships can be incredibly effective in generating buzz and sales. To protect themselves, brands should take steps to mitigate potential issues.

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## **THE EFFECTIVENESS OF ADVERTISING ON BELARUSIAN TELEVISION**

Nowadays, advertising has a great relevance and attention in our world. However, the question arises in which case advertising is really effective.

The general principle of advertising is to convey to the potential consumer a message about the service, in order to stimulate him to take certain actions or form a certain position [1]. Thanks to the variety of platforms available, companies are able to reach their audience through a variety of channels, each with its own unique features and benefits.

The aim of this paper is to analyze the effectiveness of advertising on television in Belarus. The Republic of Belarus actively follows the world trends, with studies all over the world clearly confirming the high effectiveness of TV advertising. According to the research, television advertising is one of the most widespread types of advertising in Belarus. Belarusian television accounts for about 25% of the advertising market [2].

Effective advertising is achieved when it successfully promotes a product or service in line with its promises and consumer expectations. For this reason, to be effective, advertising must adhere to the principles of creativity, memorability, understandability, informativeness and uniqueness. The following indicators are often used to analyze effectiveness:

- the level of memorization of the advertisement;
- the degree to which the audience's attention is attracted;
- the level of awareness of the advertisement;
- the impact on purchasing behavior.

The research has been conducted to assess the attitude to television advertising in Belarus. The results show that the attitude varies from positive to neutral, with some respondents finding it difficult to answer. Advertising reaches a significant audience and is an effective means of conveying information about products and creating their image. The research shows that only 44.1% of respondents pay attention to television advertising from time to time. However, even brief attention to advertising can significantly influence consumer choices, as 47% of participants in the research retain advertising messages in their memory.

Those interviewed chose food and drinks, cosmetics and personal care products, technology, and entertainment services as the most attractive product categories. The