

LESSON 9

CELEBS AND SHOPPING: A STARRY INFLUENCE



Celebrities influence what we see, what we like, and what we buy.



Section 1. Getting Started: Vocabulary and Pronunciation

Celebrity Endorsements



Celebrity product endorsements



Brand ambassadorship



Marketing strategies



Influencer collaborations



Celebrity-driven advertising

Product Promotion



Promotional campaigns



Product launches with celebrity involvement



Exclusive celebrity-branded products

Consumer Influence



Celebrity product preferences



Celebrity-inspired consumer trends



Consumer trust



Celebrity lifestyle influence



Celebrity-driven buying behavior

Verbs and Phrasal verbs:



Endorse



Promote



Influence



Collaborate



Launch



Bring out (a celebrity endorsed product)



Cash in on (celebrity influence)



Team up with



Play into (celebrity lifestyle)

Idioms



In the limelight



Riding the coattails



A household name



Set the stage for



Hit the shelves

LESSON 9

SPEAKING WARM-UP

The influence of celebrities on the consumer products market



SPEAKING WARM-UP

Work in pairs or small groups. Look at the images and discuss the questions. Share your opinions, give reasons, and listen to your classmates' ideas.



- 1 What products or brands do you see in the photos?

Have you ever used or bought any of them?

- 2 Why do companies choose celebrities to promote their products?

What advantages does it give them?

- 3 How do celebrities influence your buying decisions?

Do they make you more interested in a product or brand?

- 4 Do you think all celebrity endorsements are effective? Why or why not?

What makes an endorsement believable or trustworthy?

- 5 Can you think of a time when a celebrity endorsement backfired or had a negative impact on a brand?

Why do you think it happened?

- 6 Is the influence of celebrities on the market increasing, decreasing, or staying the same? Why?



TAKE IT FURTHER!

If you had to choose a celebrity to represent a product or brand you love, who would you choose and why? What kind of message should they communicate?

LESSON 9

CONVERSATION QUESTIONS

The influence of celebrities on the consumer products market



Work in pairs or small groups.
Take turns answering the questions and sharing your ideas.
Give reasons, examples, and details to support your opinions.

- 1 Why do you think companies choose celebrities to promote their products?
- 2 Do you think celebrity endorsements really influence people's buying decisions? Why or why not?
- 3 What types of products do you think celebrities promote most often? Why those products?
- 4 Can you think of a celebrity whose endorsement made you want to try a product? What was it?
- 5 What makes a celebrity a good choice to represent a brand?
- 6 Do you think athletes, actors, musicians, and social media influencers have the same level of influence on consumers? Why or why not?
- 7 In what ways has social media increased the power of celebrity endorsements?
- 8 Do you think brands should be careful about the values and behavior of the celebrities they work with? Why?
- 9 What are some risks for a brand when a celebrity gets involved in a scandal?
- 10 Can you think of an example of a celebrity endorsement that was very successful? What made it work?
- 11 Can you think of an example of a celebrity endorsement that was a failure? What went wrong?
- 12 Do you think consumers, especially young people, sometimes trust celebrities more than they should? Why?
- 13 Should there be laws or rules about how celebrities advertise products (for example, disclosing when they are paid)? Why or why not?
- 14 In your opinion, will the influence of celebrities on the consumer market increase, decrease, or stay the same in the future? Why?



THINK BEYOND!

If you could create your own product and choose any celebrity in the world to endorse it, who would you choose and why? What kind of message would you want to send to consumers?



LIVEWORKSHEETS

**Exercise 2: “Celebrity Scandals”**

In pairs, read the articles. Assume the role of their manager and prepare a speech for the media in which you will tell you will do to avoid losing you sponsorship. Present it to the class.

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THE SCANDAL

WORLD RENOWNED TENNIS PLAYER JACK THOMPSON CAUGHT IN MATCH FIXING SCANDAL

In a shocking turn of events, world-renowned tennis player Jack Thompson has been caught in a match-fixing scandal. This revelation has tarnished Thompson’s reputation and integrity, leaving fans worldwide in disbelief.

Ace Sports, a sports equipment brand that Thompson endorsed, has experienced a significant drop in sales due to the scandal. The brand has been forced to terminate their contract with Thompson and launch a PR campaign to regain their customers’ trust.



POP SINGER BELLA MARTINEZ ARRESTED FOR DRUNK DRIVING



Popular pop singer Bella Martinez was arrested for drunk driving, leading to public outrage and disappointment. The incident has raised questions about the responsibility of celebrities as role models.

Sparkle, a cosmetic brand Bella was the face of, has received backlash for endorsing a celebrity who didn’t uphold the brand’s values. They have had to cut ties with Bella and reassess their endorsement strategies.

HOLLYWOOD ACTOR RICHARD EVANS INVOLVED IN HIGH PROFILE TAX EVASION CASE



Famous Hollywood actor Richard Evans has been involved in a high profile tax evasion case. The incident has led to public criticism and legal consequences for Evans.

Elegance Watches, a luxury watch brand Evans endorsed has seen a decline in their brand image and sales. They have had to end their partnership with Evans and issue a public statement addressing the issue.

LESSON 9

THE INFLUENCE OF CELEBRITIES ON THE CONSUMER PRODUCTS MARKET

Famous faces, big impact.

Discuss, analyze, and share your opinions!



25K

1.2K

8K



ROUND TABLE: SPEAKING

Discuss the questions below with your partner or group. Share your ideas and experiences. There are no right or wrong answers!

- 1 Why do you think celebrities have such a strong influence on what people buy?



- 2 Can you think of a recent example of a celebrity promoting a product? What was your impression?



- 3 Do you trust celebrities' recommendations? Why or why not?



- 4 Are celebrity endorsements effective for all products? Why or why not?



- 5 How do celebrities on social media platforms influence your purchasing decisions?



- 6 Do you think celebrities are paid too much to promote products? Explain.



- 7 Is it fair that some products become popular just because a celebrity promotes them?



- 8 Do celebrity endorsements influence different age groups in the same way?



- 9 Can celebrity influence ever be negative for a brand? Give an example.



- 10 What types of products are most commonly promoted by celebrities?



- 11 Do you prefer brands that use celebrities in their advertising? Why or why not?



- 12 How can consumers make more independent and informed purchasing decisions?



- 13 Should there be regulations for celebrities when they promote products? Why?



- 14 What is the difference between a genuine recommendation and a paid promotion?



- 15 What advice would you give to a young person about celebrity influence and spending?



CHALLENGE!

Imagine you are a marketing manager. Would you choose a celebrity to promote your product? Who would you choose and why? Present your idea to the group!

LESSON 9

CELEBRITIES & PRODUCT PROMOTION

Influence • Persuade • Make an Impact

Your voice matters!

Use your creativity, charisma and English skills to promote a product!



ROLE PLAY

You and your group will take on the role of celebrities and create a short video (or live presentation) to promote a product. You will work in groups of 4–5 members.

Be creative. Be persuasive.
Be a star!



YOUR GOAL

Convince your audience to buy or try the product by using your celebrity image, personality and English language skills. Make the product sound exciting, desirable and necessary!



Remember: You are not just promoting a product... you are selling a lifestyle, an idea or a feeling!



PRODUCT GUIDELINES

Choose a product that interests your group. It can be a real product or a creative one.



Technology



Lifestyle



Beauty & Personal Care



Sports & Fitness



Fashion & Accessories



Food & Beverages



You can also choose a product you are passionate about!



WHAT TO TALK ABOUT

Make sure your presentation includes the following:

- 1 Introduce the product
(name, background and why you are the perfect person to promote it).
- 2 Describe the product
(what it is, key features and benefits).
- 3 Explain why it is special or different
(compare it with other options).
- 4 Share your personal experience or opinion
(why you use it or why you like it).
- 5 Persuade your audience
(use a catchy slogan, a strong message or a call to action).
- 6 Keep it real, natural and entertaining.
Use your creativity and charisma!



USEFUL LANGUAGE

Introducing the Product

- Hi, I'm ... and I'm here to tell you about ...
- Let me introduce ...
- This product is ...
- It's designed for ...

Describing Features & Benefits

- It has ...
- One of the best things is ...
- It helps you ...
- It's perfect for ...

Persuading the Audience

- You'll love it because ...
- Imagine ...
- Don't miss out!
- It's the best choice!

Closing

- Get yours today!
- Be part of the change!
- Make it yours!
- Thank you for watching!

LESSON 9



LISTENING PRACTICE

Marketing in Action

Listen carefully. Understand the key ideas. Answer the questions.



Exercise 1: Marketing Matters

Listening to the following conversation. Then, answer the questions.

- 1 What has been observed to cause a surge in sales for the company, according to Anna?

- 2 What does Ben suggest the team should do to ensure they choose the right celebrities for endorsements?

- 3 According to Carlos, besides popularity, what other factor is crucial when selecting a celebrity to endorse their products?

- 4 How did partnering with Elena Torres benefit the company, and why was she a good fit for endorsing their eco-friendly product line?

- 5 What potential risk does Anna highlight about celebrity endorsements, and what does Ben say is necessary to mitigate this risk?



Exercise 2: Celebrity Associations

Listening to the following conversation. Then, answer the questions.

- 1 What are some advantages of using celebrities for product endorsements?

- 2 What risks or challenges are associated with celebrity endorsements?

- 3 How does the concept of authenticity play a role in celebrity endorsements?

- 4 Can you recall any real-life examples of successful or unsuccessful celebrity endorsements?

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LISTENING PRACTICE

Marketing in Action

Listen carefully. Understand the key ideas. Answer the questions.



PRE-LISTENING ACTIVITY

Look at the picture and answer the questions. Then, discuss with a partner.

- 1 What do you think the marketing team is talking about?

- 2 How do you think celebrities can influence people's buying decisions?

- 3 What could be some challenges of using celebrities in advertising?



EXERCISE 3. "CELEBRITY IMPACT"

Listen to the audio then answer the questions.

- 1 What is the main topic of the marketing team's meeting?

- 2 Why does the team mention Marco Vargas?

- 3 What does Liam mean by 'thinking beyond just fame'?

- 4 What concerns does the team have about using celebrities in their marketing campaigns?

