



ADVERTISING

CELEBRITY ENDORSEMENTS

Check the meaning of the following words in your dictionary:

a) celebrity _____

b) endorsement _____

Now try to explain what 'celebrity endorsement' means:

Try to think of some famous examples from Japan & abroad (person & brand):

1. _____

2. _____

3. _____

Try to think of 3 advantages & 3 disadvantages for the celebrity and/or the company/brand:

Advantages

Disadvantages

