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Title	Factors affecting the choice of a celebrity endorser in international advertising.		
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Abstract

The thesis examines celebrity endorsement in international advertising and specifically the factors behind the selection of an endorser. The aim is to find out *what are the factors affecting the choice of a celebrity endorser in international advertising* from an advertiser point of view.

According to theory, there are three main categories of factors affecting the choice of an endorser: the advertiser, the celebrity and the target audience. Furthermore, there are also subcategories of factors affecting the choice, namely advertising objectives, brand, other factors related to the advertiser, celebrity characteristics, demographic and other factors related to the celebrity, target audience characteristics, and market area and cultural factors. In this study, there is an attempt to answer the following questions: What are the factors related to the advertiser / the celebrity / the target audience affecting the choice? The empirical study is conducted as an instrumental case study, comprising two international advertisers, Pepsi and L'Oréal. The data is collected through theme interviews.

The study shows that the most important factor affecting the choice of a celebrity endorser in international advertising is the brand. The brand identity and the desired image, as well as the match-up between the brand and the celebrity are very important. Also the target audience is important, with which the celebrity has to match-up as well. Market area and culture also affect the choice, as do different celebrity characteristics, such as physical attractiveness, personality, credibility, and charisma. The celebrity's internationality is very important as well. Charisma and street credibility are new characteristics of a celebrity found in the research. The study results indicate the mutually acknowledged factors affecting the choice by the two case companies. The choice criteria of a celebrity endorser seem, however, to vary to a large extent, and it can be stated that no two advertisers select their endorsers the same way.

Key words	Celebrity endorsement, celebrity endorser, international advertising
Further information	