



Celebrity scandals (DM15)

1. First choose celebrities to endorse your product.

You can choose from the ones listed below or think of your own.

Music

Carly Rae Jepsen
Rhianna
JLS
Justin Bieber

Film

Ben Stiller
James McAvoy
Daniel Radcliff
Anne Hathaway

Comedy

Miranda Hart
Ricky Gervais
Jack Whitehall

Fashion

Kate Moss
Gok Wan
Naomi Campbell

TV

Richard Hammond
Bruce Forsythe
Graham Norton
Benedict Cumberbatch

Sport

Tom Daley
Jessica Ennis
Bradley Wiggins
Andy Murray

Radio

Nick Grimshaw
Scott Mills
Ferne Cotton



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2. How would each of the following scandals affect your advertising campaign?

Scandal 1:

Sports stars shamed – Inside reporters finally reveal the hidden lives of our sports stars, with devastating consequences for British athletes.

Scandal 2:

Music industry conspiracy revealed – radio shows and music bosses conspire to fix charts.

Scandal 3:

Setting a good example? Drug use IS actively encouraged in the fashion world, suspicions confirmed.

Scandal 4:

Comedy genius gathering for monster show ends in tears – comedians revealed themselves to be offensive and improper in inappropriate sketches and jokes.

Scandal 5:

Movie stars with criminal records – number of big screen actors and actresses with criminal records rises dramatically.

3. How does the Diversity gives Strength insight apply to marketing strategies?