

Use of celebrity in TV commercials of youth products

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Celebrities in the lives of youth

- Young people have enlarged social circles
- They develop their taste for music and sports
- They long to be independent, but understood
- They look for role models
- A celebrity endorser is “any individual who enjoys public recognition and who used this recognition on behalf of a consumer good by appearing with it in an ad” (McCracken, 1989, p. 310)

Celebrity and idol worship in Hong Kong

- Hong Kong has strong movie, television, music and media industry
- Hong Kong young respondents selected person who are physically attractive, rich and famous, powerful to be their celebrities (Yue and Cheung, 2000)
- Heavy consumption of entertainment news (Lee, 2009)
- Young people often engaged in social comparison of consumption with media celebrities (Chan, 2005)
- Imitation of celebrities was correlated with materialism (Chan and Prendergast, 2007)

Psyche love of idols (Yue, 2007)

- commercialization of celebrity idols
- homogeneity of idol types

	Hong Kong	Shenzhen
1	Stephy Tang	Jay Chou
2	Alex Fong	Wu Chun
3	Leo Ku	David Beckham
4	Twins	Leonardo da Vinci
5	Fahrenheit	Yao ming
6	Justin Lo	Ian Thorpe
7	Mother	Alan Luo
8	S.H.E	C. Ronaldo
9	Jay Chou	Bill Gates
10	Father	Jacky Chan

- irrational motives and radical behaviors

Irrational behaviors

- Chip in money to stay in the hotel
- Sleep with idols' photo underneath the pillow
- Model their behaviors: piercing rings in the body
- Buy magazines and spent 2 nights every week working on idol collage collections
- Lost job to queue for concert tickets
- <http://popcultidolworship.blogspot.com/>

A content analysis study of TVC

- Select 5 product categories that target at young consumers
- cell phones, internet and telecom services, food and beverages (including fast foods), sportswear, online games/karaoke lounges
- broadcast from January 2007 to April 2008
- Commercials with at least one actor aged 12-24
- Downloaded from an online advertising archive

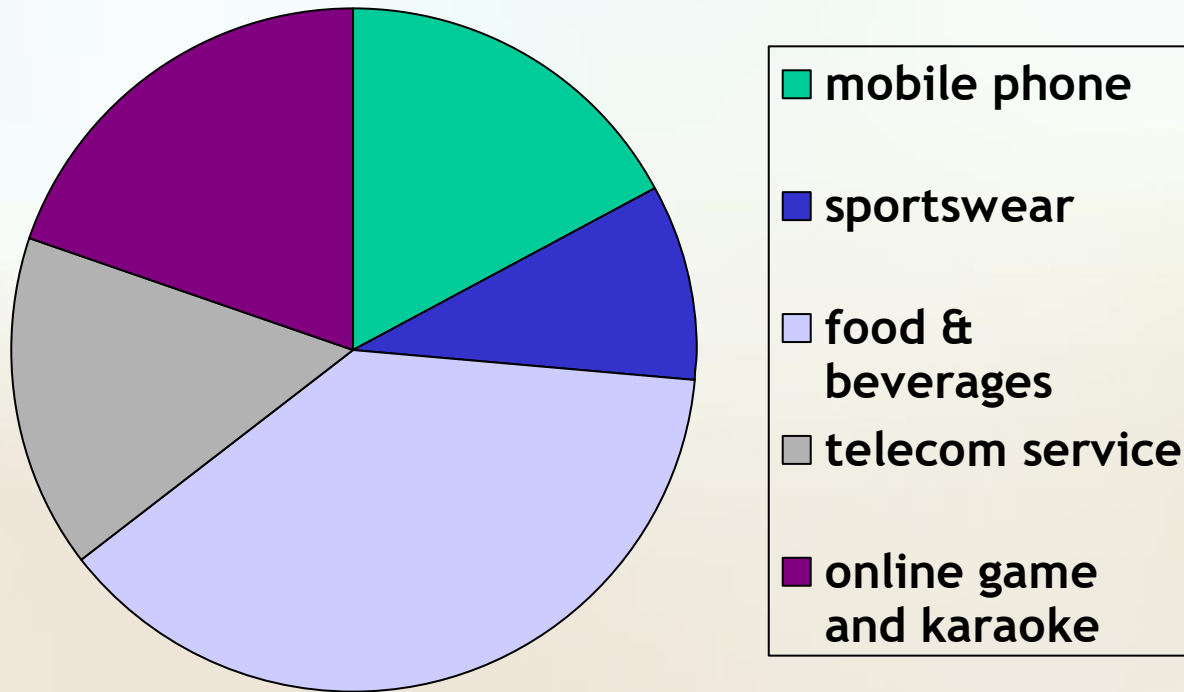
Unit of analysis

- Each individual commercial
- Include the version with the longest duration
- If the TVC has English and Chinese versions, use the one that broadcast first
- Broadcast in day/evening

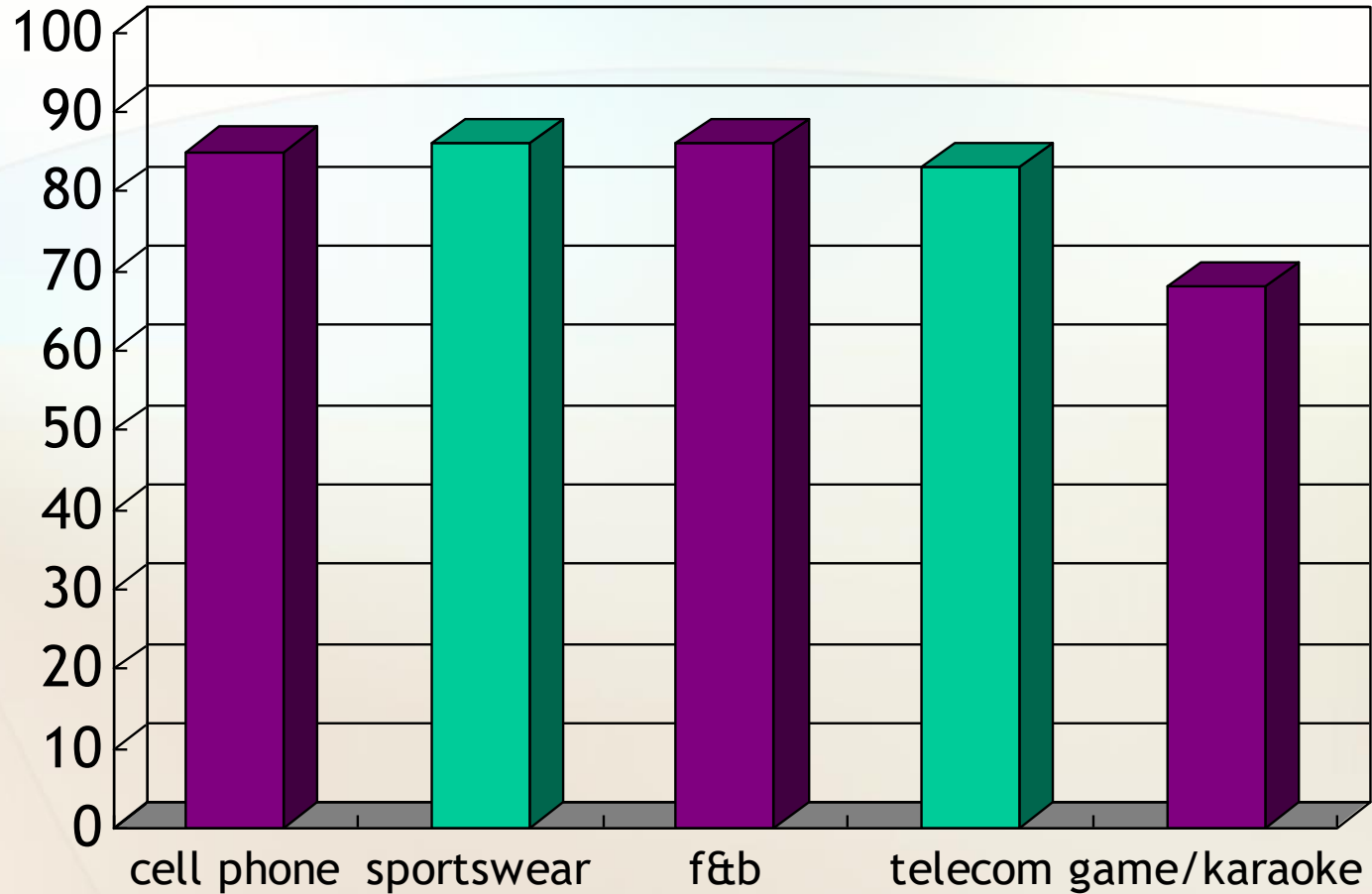
coding

- Presence or absence of 14 information cues (0 or 1) (Resnik and Stern, 1991)
- Code five selected advertising appeals (0 or 1)
- Celebrities, modernity, sexual, social acceptance, social status
- Coding done by a research assistant
- All checked by me
- Inter-coder reliability >0.80

Sample profile (n=76)



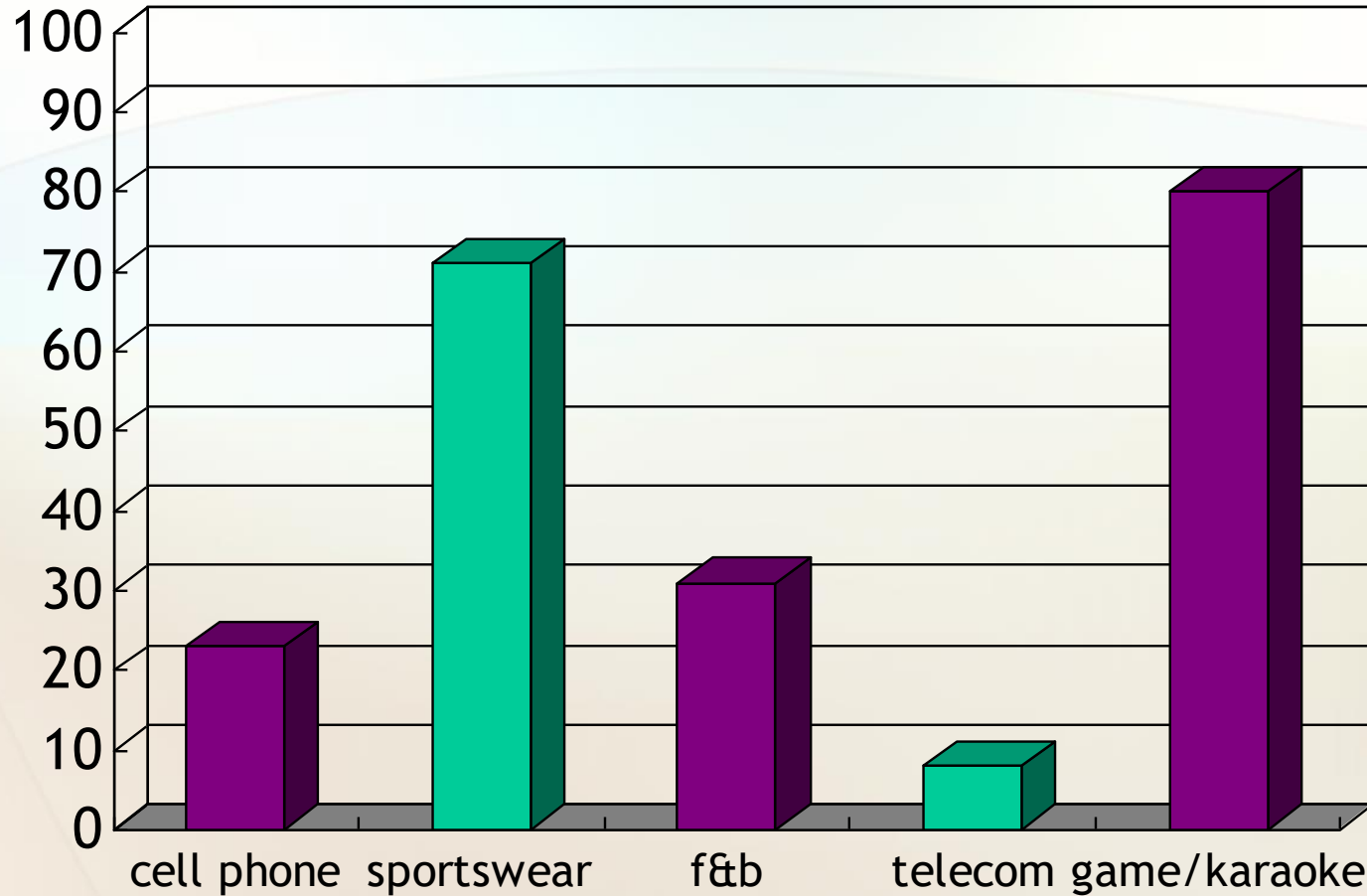
% of informative ads by product



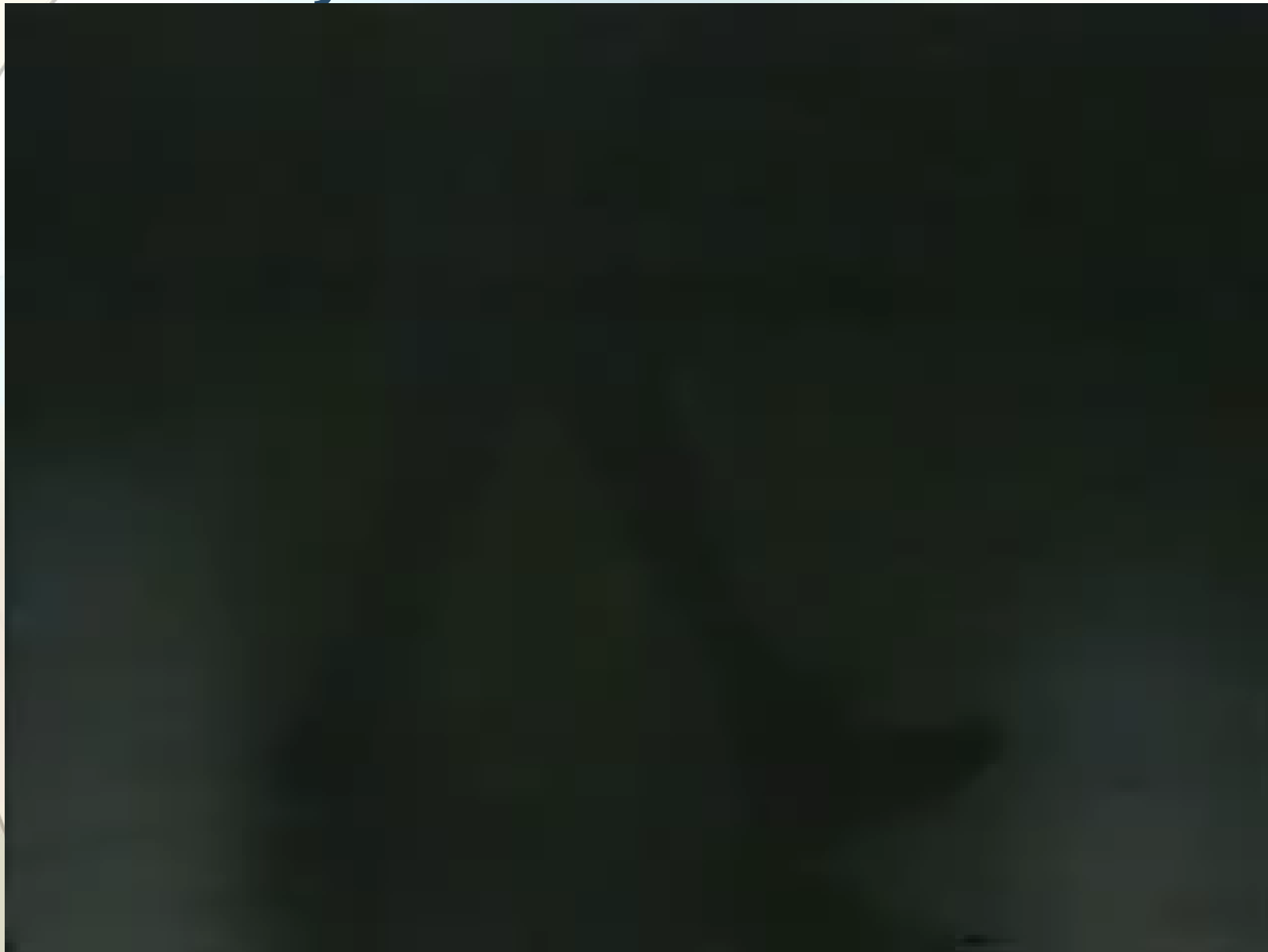
% distribution of appeals

Appeal	% of sample
Celebrity endorsement	40
modernity	12
sexual	9
Social acceptance	4
Social status	0

% of ads using celebrities by product



Celebrity clutter



Use of local celebrities



TVC or music video?



observation

- Heavy use of global athletes
- And local pop singers/music
- Integration of entertainment and the charm of media celebrities
- Very emotional

Further research

- Expand product category
- Classification of global/local celebrities
- Multiple celebrity endorsement
- Focus group study of response to advertisements using celebrity appeals for fans, non-fans, and rival fans
- Risk management for using celebrities

Thank you!