Assignment: Celebrity Report

Sports & Entertainment Marketing Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Directions: Research a celebrity of your choosing. The celebrity can be an actor, singer, sports figure, author, producer, director, or anyone generally considered to be a celebrity.

Name of Your Celebrity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Birth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Birthplace: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Age: \_\_\_\_\_\_\_\_

Best Known For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Family Information: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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List products or companies associated with this celebrity. (If you are unable to locate products endorsed by this celebrity, list products they SHOULD endorse.) **(Arkansas Frameworks 4.4.1)**

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Describe this celebrity’s target market (market segment) in terms of demographics and, if applicable, geographics and psychographics. **(Arkansas Frameworks 1.5 and 2.3.1)**

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How does this celebrity market or promote himself/herself? You MUST include social media. How many fan pages on Facebook? How many followers on Twitter? **(Arkansas Frameworks 1.6)**

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What global/international appeal (or global opportunities) exist for this celebrity? **(Arkansas Frameworks 2.7.1)**

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Explain any risks (or potential risks) associated with this celebrity. **(Arkansas Frameworks 2.2)**

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How can these risks be managed? **(Arkansas Frameworks 2.2.1)**

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How does this celebrity practice social responsibility?

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***Attach a Photo of Your Celebrity***