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: **William Shatner**

Date of Birth: **March 22, 1931** Birthplace: **Montreal, Canada** Age: **81**

Best Known For:

**He is best known for his role as Captain James T. Kirk of the Starship Enterprise from the television series Star Trek (1966-69). He also played Captain Kirk in seven feature films until his character was killed in 1994’s Star Trek Generations movie.**

**He is also known as the Priceline.com negotiator. As the negotiator, he plays a pompous and exaggerated version of himself. He has appeared in Priceline.com commercials and on their website since 1997.**

**In the 1970’s and 80’s he made numerous guest appearances in TV programs. He eventually stared as police officer T.J. Hooker from 1982-86 in a TV series. From** **2004 to 2008 he starred as attorney Denny Crane in the television dramas The Practice and Boston Legal for which he won two Emmy Awards and a Golden Globe Award.**

**He has made countless appearances on late night TV programs such as Conan O’Brien. He has done voice-over work in animated feature movies; he was the voice of Ozzie the opossum in DreamWorks' 2006 movie *Over the Hedge*. Most recently he completed a one-man show that, after appearing on Broadway, traveled throughout the United States. William Shatner has made an appearance in almost any program to which he is invited – and paid.**

**He has written multiple autobiographies and a series of science fiction novels called TekWar.**

Family Information:

**His father worked in the garment manufacturing industry in Montreal. His mother was a stay-at-home mom. He has 2 sisters, no brothers. He was raised in the Jewish faith and experienced anti-Semitism while growing up in Montreal.**

**William Shatner has been married 4 times. He has 3 grown daughters, all children with his first wife who divorced him in 1969. His third wife Nerine died in a drowning accident in the family pool in 1999. She suffered from alcoholism and was home alone when she fell into the pool.**

**William Shatner married former Homecoming queen Elizabeth Martin in 2001. She is 27 years younger. They share an interest in raising show horses and live on a 360 acre horse farm in Kentucky when not living in their southern California home.**

This celebrity is associated with the following products or companies: **(Arkansas Frameworks 4.4.1)**

* **He is best known as the spokesperson for Priceline.com.**
* **He has also done voice-over work for documentaries and other commercials.**
* **In 2007 he did commercials for Blizzard Entertainments "World of Warcraft" Massively Multiplayer online Roleplaying Game.**
* **In 2009 and 2010 he did commercials for the law office of "Smith & Hassler".**

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)**

**William Shatner appeals primarily to those consumers who grew-up watching him play Captain Kirk in re-runs of Star Trek. These consumers tend to be middle-aged, 40-60, and tend to have average to above average incomes.**

**In terms of psychographics these consumers are more likely to spend their time, and money, on the purchase of entertainment and travel related products and services. This target market is more likely to consumer movies, books, and TV programs related to science fiction.**

How does this celebrity market or promote himself/herself? **(Arkansas Frameworks 1.6)**

**He appears on numerous television programs to promote his books, movies, and TV shows. Examples include Conan O’Brien and The Colbert Report.** [**http://blogs.wsj.com/speakeasy/2012/03/01/william-shatner-stops-by-the-colbert-report/**](http://blogs.wsj.com/speakeasy/2012/03/01/william-shatner-stops-by-the-colbert-report/)

**He has his own website where he promotes his books, TV shows, and autographed collectibles.** [**WilliamShatner.com**](http://www.WilliamShatner.com)**.**

**He has a Facebook page with 163,267 likes and an active Twitter account with 1,169,047 followers. He uses his Twitter feed to promote all of his projects both commercial and charitable.**

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

**William Shatner is considered to be the most popular television star in Germany. He was selected in on-line-voting as Germany’s favorite TV celebrity by the viewers of the channel KabelEins. He appeared in the final television show (aired 10/19/2005) to receive the honor personally.**

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

* **There are no significant scandals in his past that would limit his ability to endorse certain products or serve as a product spokesperson.**
* **His advanced age, at 81, could prevent him from completing acting or endorsement obligations.**
* **There is always the possibility that he could be caught up in a scandal but that is less likely due to his advanced age.**
* **He is constantly feuding with other celebrities such as Carrie Fisher and George Takei. It is possible that the exchange of insulting comments could reflect badly on the brands or companies that he might potentially endorse.**

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

* **A physical examination could be required prior to his being hired as a paid spokesperson to determine if he is physically able to perform the work required.**
* **Drug testing could be required to reduce the risk of injury, scandal, or other unexpected problems related to drug abuse.**
* **A public relations firm could be hired to provide advice and deal with problems related his public conflicts with other celebrities.**

How does this celebrity practice social responsibility?

* **He supports Friendly House, a non-profit organization that helps women re-establish themselves in the community after suffering from alcoholism and drug addiction.**
* **He also supports Habitat for Humanity – he made a $45,000 donation.**
* **He is a leading supporter of the Hollywood Charity Horse Show, which raises money for children's charities.**
* **He also supports the American Tinnitus Association (he has suffered from Tinnitus since an accident on the set of Star Trek in late 1969.)**

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