



# ShoutOut

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## Celebrity culture and consumers becoming famous

By Youth Dynamix

In today's fame obsessed society, celebrity endorsement is fast becoming the marketing tool of choice for consumer goods and services.

A recent study by WPP found that one in four advertisements features a celebrity endorsement, compared with one in eight a decade ago. ([www.lloyds.com](http://www.lloyds.com), 27 June 2006).

With a pervasive tabloid culture in today's society, where the press is capitalizing on the multitude of celebrity scandals, it is also the advertiser who is affected.

Advertisers who chose celebrities to endorse their products and services stand to lose credibility (and substantial financial losses) when these scandals "rock" the tabloids (Kate Moss, Kanye West, Paris Hilton, Britney Spears...the list is endless).



Everywhere you look in our culture, you will find celebrities. Tabloids, magazines, billboards, television and Internet abound with useless, voyeuristic or disgusting facts about the lives of our favourite famous faces.

This culture has brought a new generation of celebrity and media. Mainstream consumers are starting to catch on to celebrity culture. Hence the success of websites such as MySpace as well as TV programmes such as Pop Idol and Survivor.

Although celebrities are still popular and aspirational amongst the youth market, they are no longer exclusively placed on a pedestal, and blindly worshipped by the youth.



It is also interesting to note that in the Youth Dynamix syndicated studies on the South African youth market (BratTrax® and YouthTrax®) the sparkle of celebrities is waning and instead the youth market is increasingly looking up to “real” people such as their family members.

It is imperative to note that just because a popular celebrity is included in a campaign, on the packaging or in the communication it does not mean that a campaign is going to work or that a product is going to sell. The insights on family members becoming the new role models for today’s youth need to be taken in account.

Therefore, consider the appeal of family brands and family heritage and put together grassroots marketing campaigns for the family to leverage the time they spend together, and encourage time spent together as a family.



For further information on this topic or BratTrax® and YouthTrax® please do not hesitate to contact us.

**Think youth, think Youth Dynamix!**  
**[www.youthdynamix.co.za](http://www.youthdynamix.co.za)**