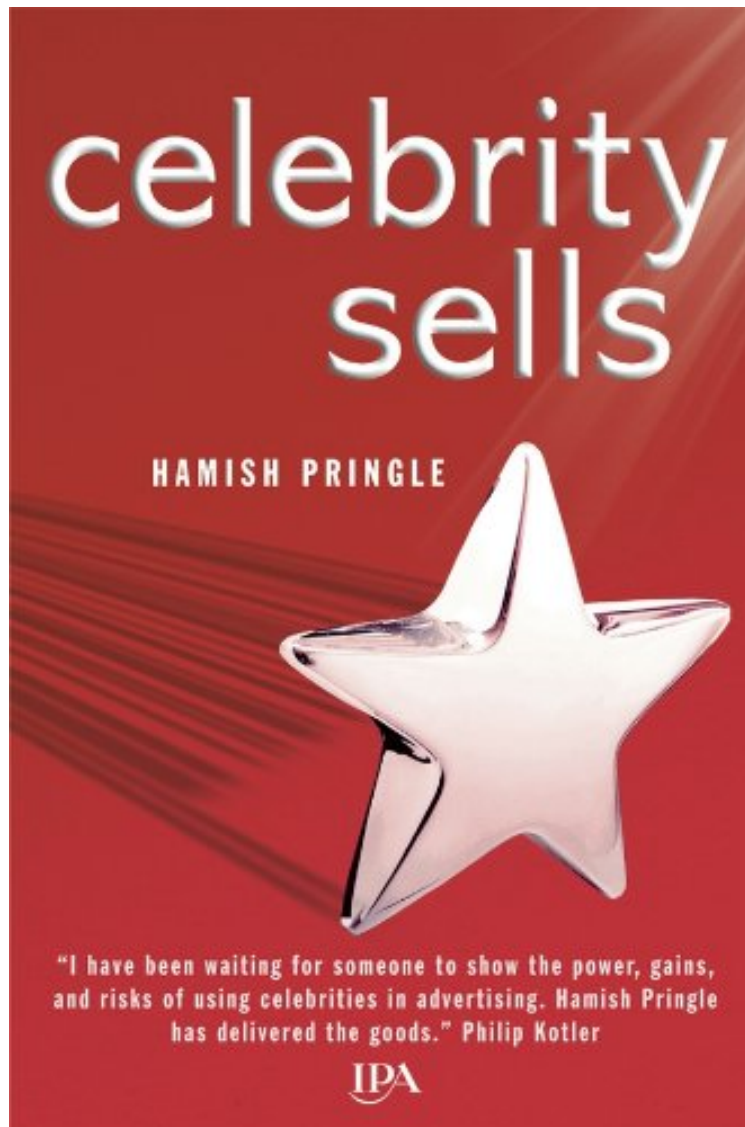


(Download free ebook) Celebrity Sells

Celebrity Sells

Hamish Pringle

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Hamish Pringle : Celebrity Sells before purchasing it in order to gage whether or not it would be worth my time, and all praised Celebrity Sells:

1 of 1 people found the following review helpful. A thoroughly impressive and enjoyable read...By James Osbaldeston`Celebrity Sells' is a real tour de force in all aspects of celebrity advertising. It is one of those rare books which works equally well as a comprehensible read for those with a curious mind, or as a text-book for practitioners. The entire landscape of celebrity advertising is covered here including the marketing theory, the selection process, the engagement process, the different utilisation techniques, and even the relationship management. The book is littered with useful data and countless examples that substantiate and bring to life the content. The genial writing style and the

pace of the book combine to make it an extremely interesting and accessible read. Endorsed by an abundance of heavyweights in the advertising industry, 'Celebrity Sells' is the definitive book in this space. 3 of 3 people found the following review helpful. Don't hire a celeb endorser till you've read Pringle's book

By David Wethey
Hamish Pringle has done a great job. 'Celebrity Sells' is a good read. It's also an invaluable guide to what to do, and what to avoid. He has had the good sense to tap into the first hand knowledge of some authoritative experts. These interviews give real insights into what made Dudley Moore and Prunella Scales (Tesco), Maureen Lipman (BT), Rowan Atkinson (Barclaycard), and the One2One campaigns the huge successes they were. I also found his pitfalls section very illuminating (noting how overexposure can be a particular problem). Pringle draws interesting conclusions from the increasing incidence of celebrities among IPA Effectiveness Award winners. I guess that old adfolk like me have always known that the first target market for any campaign is always the client, and nearly 20 years experience running pitches has proved it beyond doubt. It's intriguing to get the inside track on the special relationship clients (both as companies and people) have with the celebs their agencies have hired. But Pringle gives us ten priceless rules for how the agency can best manage those relationships. The examples given are what makes this book particularly rewarding. Some must have been no-brainers. But who could ever have predicted George Foreman would sell as many grills as Dyson has made vacuum cleaners?

4 of 4 people found the following review helpful. Packed With Knowledge!

By Rolf Dobelli
Hamish Pringle has written a thoughtful, crisply-paced book exploring the power of celebrity and how that power can be harnessed in marketing. The book focuses on the U.K. - thus, many of its case studies and celebrities will be unknown to those who haven't spent time in England - but its core message transcends national borders. Even those who have often had to deal with celebrities will still learn ample lessons, while those who have never dipped their toes in the celebrity marketing pool will find this essential reading. It is a textbook for avoiding many pitfalls of star marketing. We recommend this useful, insightful book to marketers and executives who are considering their first foray into the celebrity arena or re-thinking their use of celebrity marketing.

Celebrities have always captured the imagination of the public. In today's age of consumerism, their ability to influence our behaviour can be seen worldwide. Harnessing this power can reap huge rewards for business - the Jamie Oliver campaign helped turn around Sainsbury's fortunes, with the return on investment estimated at £27.95 for every advertising pound spent; sales of Walker's Crisps increased by 105% thanks to Gary Lineker; One to One re-launched its brand with stars including Kate Moss and Elvis Presley. Celebrity Sells demonstrates the awesome power of famous names, when skilfully used, to sell brands and offers practical advice on how to develop and advertise a brand using celebrities, including:

- How to choose the right celebrity for your brand
- How to build your brand using a celebrity
- How to manage relationships with celebrities
- How to protect celebrity and brand reputation

"...the phenomenon, ironically Celebrity Sells, will make unpalatable reading for companies that have spent millions re-branding themselves around famous face..." (Independent on Sunday, 26 October 2003) "...fascinating and witty reading..." (Hot Stars, 3 April 2004) "Pringle knows his stuff." (Daily Telegraph, 6 April 2004) "This book is designed as a practical guide for practitioners." (Sunday Business Post, 9 May 2004) "This book looks at stars and advertising- and has some fab facts." (New Woman, June 2004) "Packed to the rafters with facts, ... would recommend this book to anyone, whether they work in media or not." (Media Week, 1 May 2004) "An important book." (Reading Chronicle, 20th May 04) "Shows just how deeply our lives and lifestyles are influenced." (City to Cities, Sep/Oct 2004) "Sound and detailed advice on how to find the right celebrity..." (Admap, November 2004) "This book is practical, relevant and packed with leading edge thinking." (Mark Ritson, London Business School in IoD, Winter 2004) "...for anybody fascinated by the public's obsession with the celebrity cult, absorbing enough to appeal to a mainstream audience." (Campaign, 10th December 2004) "Ever since publishing my book on the celebrity industry, High Visibility, I have been waiting for someone to show the power, gains, and risks of using celebrities in advertising. Hamish Pringle has delivered the goods." - Philip Kotler - Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University. "A must read not only for anybody fascinated by the way in which the worlds of commercialism and the celebrity feed off each other but any agency account person anxious to avoid the pratfalls when signing up a star name." - John Tylee - Associate Editor for Campaign magazine "As an account director, I once persuaded Sir Robert Mark to say, "I am convinced that the Goodyear Grand Prix S is a major contribution to road safety". Now as Chief Executive of the Marketing Society I am convinced that Hamish Pringle's "Celebrity Sells" will be a major contribution to any advertiser's understanding of this topic." - Hugh Burkitt - Chief Executive of The Marketing Society. "Using celebrities to champion a brand can be immensely powerful - if you get it right. Celebrity Sells tells you how." - Winston Fletcher - Chairman of Advertising Standards Board of Finance and author of Beating The 24/7 "Had a celebrity endorsed this fascinating book, it probably would have been more effective. However, you just got me." - John Hegarty - Creative Director of Bartle Bogle and Hegarty Ltd. "Lineker seemed like a good idea at the time - Hamish tells us why." - John Webster - Executive Creative

Director of BMP DDB "I'd recommend Celebrity Sells, and particularly its categorisation of celebrity 'types' as a useful tool for new marketers" mdash;Martin Glenn - President PepsiCo UK "Celebrity is a phenomenon of the new age. I am not certain I like it, but I am sure like everyone else in both society and this industry I need to understand it and deal with it. Hamish Pringle offers a rare insight into the new power of celebrity and how we can engage with it." mdash;Clive Jones - CEO of ITV Plc.From the Inside Flap"Ever since publishing my book on the celebrity industry, High Visibility, I have been waiting for someone to show the power, gains, and risks of using celebrities in advertising. Hamish Pringle has delivered the goods." mdash;Philip Kotler - Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University. "A must read not only for anybody fascinated by the way in which the worlds of commercialism and the celebrity feed off each other but any agency account person anxious to avoid the pratfalls when signing up a star name." mdash;John Tylee - Associate Editor for Campaign magazine "As an account director, I once persuaded Sir Robert Mark to say, "I am convinced that the Goodyear Grand Prix S is a major contribution to road safety". Now as Chief Executive of the Marketing Society I am convinced that Hamish Pringle's "Celebrity Sells" will be a major contribution to any advertiser's understanding of this topic." mdash;Hugh Burkitt - Chief Executive of The Marketing Society. "Using celebrities to champion a brand can be immensely powerful - if you get it right. 'Celebrity Sells' tells you how." mdash;Winston Fletcher - Chairman of Advertising Standards Board of Finance and author of 'Beating The 24/7' "Had a celebrity endorsed this fascinating book, it probably would have been more effective. However, you just got me." mdash;John Hegarty - Creative Director of Bartle Bogle and Hegarty Ltd. "Lineker seemed like a good idea at the time - Hamish tells us why." mdash;John Webster - Executive Creative Director of BMP DDB "I'd recommend 'Celebrity Sells', and particularly its categorisation of celebrity 'types' as a useful tool for new marketers" mdash;Martin Glenn - President PepsiCo UK "Celebrity is a phenomenon of the new age. I am not certain I like it, but I am sure like everyone else in both society and this industry I need to understand it and deal with it. Hamish Pringle offers a rare insight into the new power of celebrity and how we can engage with it." mdash;Clive Jones - CEO of ITV Plc.