



## Celebrity Sells

By Hamish Pringle

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### Celebrity Sells By Hamish Pringle

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

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## **Celebrity Sells By Hamish Pringle Bibliography**

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### Editorial Review

#### Review

"...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, 20<sup>th</sup> 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, 10<sup>th</sup> December 2004)

#### Review

"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"

—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."

—Clive Jones - CEO of ITV Plc.

#### From the Inside Flap

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## Users Review

### From reader reviews:

#### **Angela Rodriguez:**

People live in this new moment of lifestyle always attempt to and must have the extra time or they will get wide range of stress from both everyday life and work. So , if we ask do people have spare time, we will say absolutely without a doubt. People is human not really a robot. Then we request again, what kind of activity are you experiencing when the spare time coming to you of course your answer may unlimited right. Then ever try this one, reading textbooks. It can be your alternative with spending your spare time, typically the book you have read is definitely Celebrity Sells.

#### **Patrick Stokes:**

Reading can called mind hangout, why? Because when you are reading a book specially book entitled Celebrity Sells your brain will drift away trough every dimension, wandering in each aspect that maybe not known for but surely can be your mind friends. Imaging just about every word written in a book then become one form conclusion and explanation that maybe you never get ahead of. The Celebrity Sells giving you yet another experience more than blown away your head but also giving you useful data for your better life within this era. So now let us demonstrate the relaxing pattern at this point is your body and mind will probably be pleased when you are finished looking at it, like winning a game. Do you want to try this extraordinary shelling out spare time activity?

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your limited time to read it because this all time you only find reserve that need more time to be examine. Celebrity Sells can be your answer as it can be read by a person who have those short spare time problems.

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