

The Effectiveness of Advertising Through Celebrity Endorsements on Social Media Platforms

Prof. Dr. Mohamed Mokhtar Satour

Professor, Advertising Department, Faculty of Applied Arts, Helwan University, EGYPT.

satour@squ.edu.om

Abstract:

The role that celebrity endorsements play in the advertising for products and services on social media platforms, has become a very popular and noticeable issue, and it has become a global business that runs with millions of dollars, and millions of followers, all taking place in a digital space. The effectiveness of advertising through celebrities has increased, allowing The opportunity for businesses to communicate with the audience better and more accurately. The study dealt with: celebrity endorsement, the history of celebrity use, considerations and criteria for choosing a celebrity, celebrity and brand matching, celebrity endorsement theories, celebrity strategies in advertising, advantages and risks of using celebrity in advertising, Social media platforms and celebrity types of advertising, a statistic of the 25 most followed celebrities on social media platforms, the cost of advertising with celebrities on social media platforms, two case studies. Statistics of the 25 most followed Egyptian personalities on social media platforms, the cost of advertising with Egyptian celebrities on social media platforms, two case studies. The study found that the use of celebrities has a positive effect on the products, the trademark, and their mental image. And that the mental image of the celebrity controls the extent to which the public accepts him, and the strength of his influence in advertising. It also helps unknown brands to advance their businesses. And the use of famous characters helps unknown brands to advance their business, as the positive attributes of the famous are transmitted to the brand, thus positively affecting the audience. Also, the number of followers on social media platforms is one of the basic criteria that help the celebrity to influence the audience, but if there are negative parts in its mental image, it loses a large part of the impact, and loses its rank as it is required by the advertisers. There must be compatibility between the mental image of the celebrity's personality, his experience and his work activity, and the product to be advertised. The study recommended that national businesses should use celebrities in their ads on social media platforms, to advance their businesses, and thus develop the economies of countries.

Keywords

Advertising, Celebrity Endorsement, Social Media Platforms.