**Celebrity Endorsement Scavenger Hunt Project**

**Marketing**

**Directions:** Individually or with a partner, go on a celebrity endorsement scavenger hunt to locate 10 celebrities and product or products they endorse.

**Requirements:**

Create a presentation included:

* Your name and a title: Slide 1
* The celebrity, product, the target market of ad, a graphic of the celebrity and an explanation of why you think the company depicted chose the entertainer they did. (slides 2-11-minimum)
* On each slide identify the product, the celebrity endorser, and the target market both are aimed at.
* Your PowerPoint should be professional and not too wordy
* Save your PowerPoint as Period\_Last Name\_First Name\_Celebrity Endorsement
* Email presentation to shaff1ml@yahoo.com or to melissa1.shaffer@cms.k12.nc.us via the Google Drive
* Do not print work. If you cannot email let the teacher know. They can make a note of your progress during the period and I will collect it upon return.

**Due Date:** This project is due at the end of the period.

**Grade:**

* Each slide is worth 5 points except Title Slide
* Each Slide should have celebrity name, product/service they are endorsing, target market of ad, & rationale as to why you think that celebrity was selected to represent this particular product, & a picture of them advertising product.
* Each slide must be easy to understand and interpret.