

(Free pdf) International Celebrity Endorsement in the case of l'Oreacute;al

International Celebrity Endorsement in the case of l'Oreacute;al

Sabrina Hoffstauml;dt

**Download PDF | ePub | DOC | audiobook | ebooks*



#4470067 in eBooks 2007-03-21 2007-03-21 File Name: B00CO3G95Q | File size: 35.Mb

Sabrina Hoffstauml;dt : International Celebrity Endorsement in the case of l'Oreacute;al before purchasing it in order to gage whether or not it would be worth my time, and all praised International Celebrity Endorsement in the case of l'Oreacute;al:

Essay from the year 2007 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, Northumbria University, 32 entries in the bibliography, language: English, abstract: Lacute;OREgrave;AL considers whether it should endorse its skin care products in the international markets and strengthen its international brands by using a celebrity. They further need advice regarding a standardised or adapted lquo;product

offerings and promotion campaign. This report will first give an overview of major cultural issues which one might encounter in the international market place when implementing a standardised international marketing strategy. It will be then further investigated if these cultural issues will impinge on the suitability of celebrities to promote one's clients brands while addressing the aspects of local and global branding and promotion. At the very end, guidelines will be identified as to how to find the most fitting celebrity and a possible endorser for its products will be introduced.