

Celebrity Power and Its Influence on Global Consumer Behaviour

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Abstracts

Celebrities are playing an ever greater role in modern culture and consumption patterns, serving as arbiters of taste, style and public opinion the world over. Their endorsement and creative input enables them to bring attention, credibility and other intangible benefits to a brand in a way that no other type of advertising can. This new global report analyses the ways in which marketers are exploiting celebrity power to create an emotional bond with the consumer and thus increase sales.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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