

Fight of the endorser

Zainab Azdad

Zainab.azdad@hotmail.com

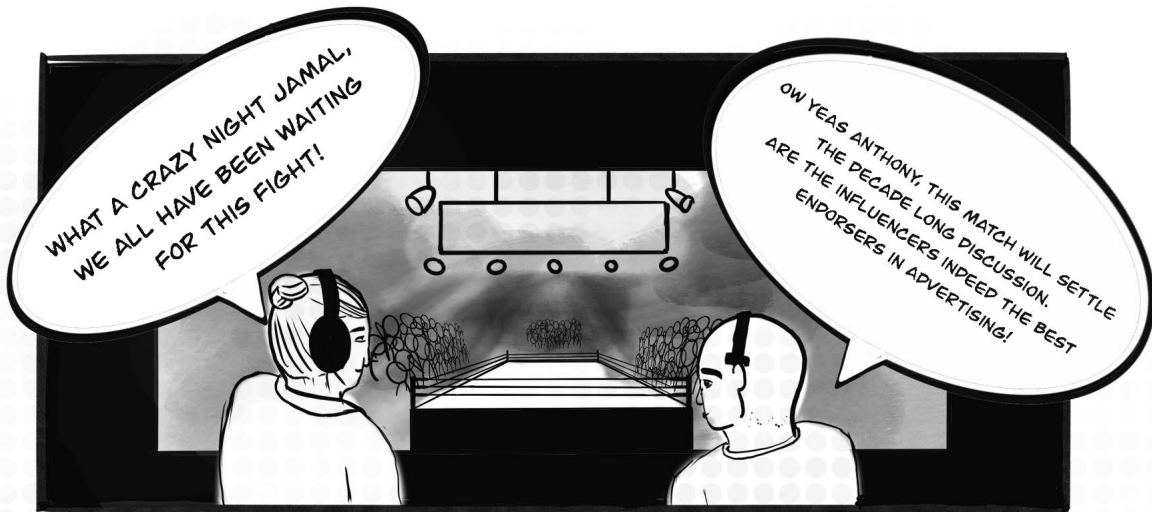
Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit

Alexander P. Schouten, Loes Janssen & Maegan Verspaget (2020)

Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit, *International Journal of Advertising*, 39:2, 258-281, DOI: 10.1080/02650487.2019.1634898

<https://doi.org/10.1080/02650487.2019.1634898>

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Instructor: Neil Cohn, neilcohn@visuallanguagelab.com,
www.visuallanguagelab.com



WHAT A CRAZY NIGHT JAMAL,
WE ALL HAVE BEEN WAITING
FOR THIS FIGHT!

OW YEAS ANTHONY, THIS MATCH WILL SETTLE
THE DECADE LONG DISCUSSION.
ARE THE INFLUENCERS INDEED THE BEST
ENDORERSERS IN ADVERTISING!



CELEBRITIES HAVE CONCURRED THIS
FIELD FOR DECADES BUT THE
INFLUENCERS HAVE SHOWN TO BE AS
INFLUENTIAL AS CELEBRITIES

NO ANTHONY, INFLUENCERS HAVE
SHOWN TO BE **MORE** INFLUENTIAL
IN THE PAST AND THE CROWD
KNOWS IT TOO!

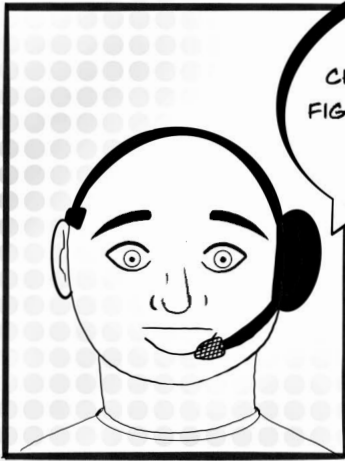


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ZAINAB AZDAD
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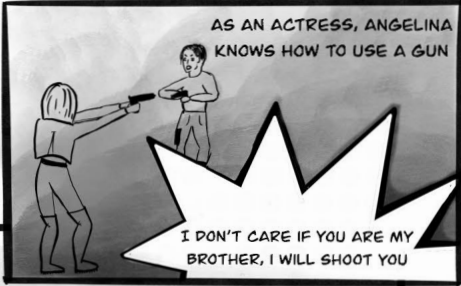
LET'S NOT GET AHEAD OF OURSELVES, JAMAL!
ENDORSER CHAMPION ANGELINA WILL FIGHT
THE INFLUENCER JACKY FOR THE ENDORSER
TITLE TONIGHT!



THIS STORY IS BASED ON A RESEARCH PAPER BY PROFESSOR A. SCHOUTEN, PROFESSOR L. JANSSEN AND
M. VERSPAGET ON CELEBRITY VS. INFLUENCER ENDORSEMENTS IN ADVERTISING (2020).

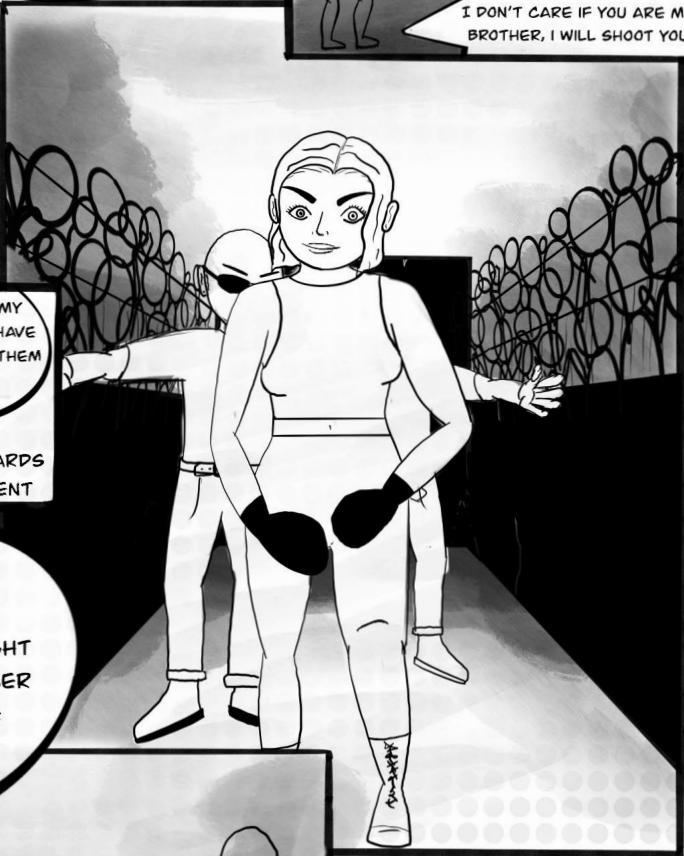


THE ENDORSEMENT CHAMPION IS ANGELINA, FIGHTING THE INFLUENCER ON BEHAVE OF THE CELEBRITIES



AS AN ACTRESS, ANGELINA KNOWS HOW TO USE A GUN

I DON'T CARE IF YOU ARE MY BROTHER, I WILL SHOOT YOU



I WANT TO THANK MY TEAM, I WOULDN'T HAVE DONE THIS WITHOUT THEM

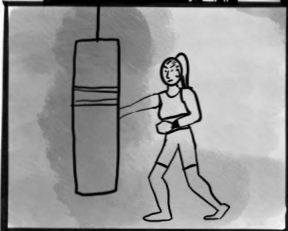
MULTIPLE AWARDS WINNING TALENT



ANGELINA WILL FIGHT AGAINST INFLUENCER LEGEND, JACKIE



Followers 260 MILLION



WELCOME TO A NEW VLOG! TODAY I WILL SHOW YOU MY HIGHLY REQUESTED QUICK BOXING WORK-OUT



PREVIOUS INFLUENCER VS CELEBRITY FIGHTS HAVE SHOWN THAT THERE IS NO BIG DIFFERENCE BETWEEN THE TWO WHEN IT COMES TO LIKING AN ADVERTISEMENT OR A PRODUCT

ROUND 1

Perceived Similarities

HOWEVER, INFLUENCERS SEEM TO BE BETTER ENDORSERS FOR FASHION, BEAUTY AND FOOD PRODUCTS



INFLUENCERS ARE VERY INVOLVED WITH THEIR FOLLOWERS; THEREFORE, THEY ARE LIKE 'ORDINARY PEOPLE', LIKE THEIR FOLLOWERS
ESPECIALLY FOR FOOD AND FASHION INFLUENCERS, AS THE ENDORSED PRODUCTS MIGHT MAKE THEM SIMILAR WHEREAS BEAUTY PRODUCT CAN'T MAKE SOMEONE LOOK LIKE THE INFLUENCER AND THEREFORE LESS SIMILAR.

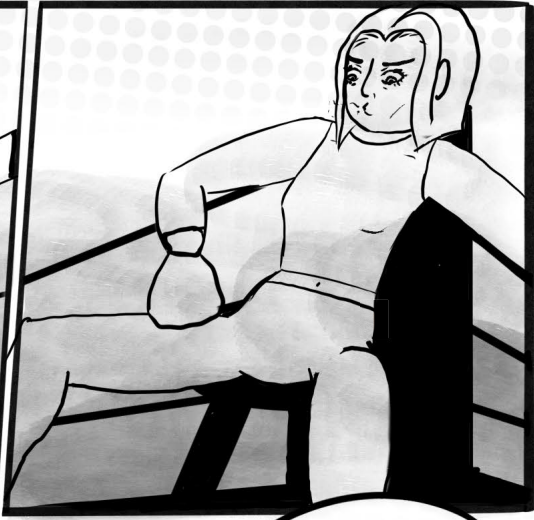
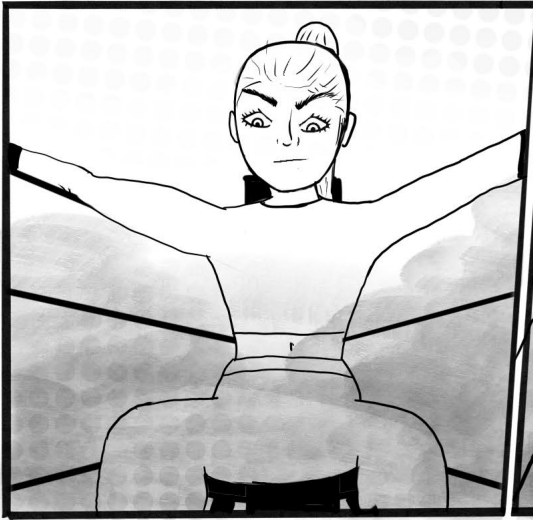
IN THE FIRST ROUND, THE FIGHTERS WILL GO HEAD-TO-HEAD FOR WHO HAS A HIGHER PERCEIVED SIMILARITY WITH AUDIENCE

JACKIE SEEMS TO HAVE THE UPPER HAND! THE CROWD IS GOING CRAZY BECAUSE THEY LIKE HOW A FITNESS INFLUENCER GRACEFULLY ENDORSES FITNESS PRODUCT BECAUSE IT FITS HER BRAND.

OW WOW AND ANGELINA DODGES THE HIT!

RIGHT ON TIME BECAUSE THIS ROUND IS OVER

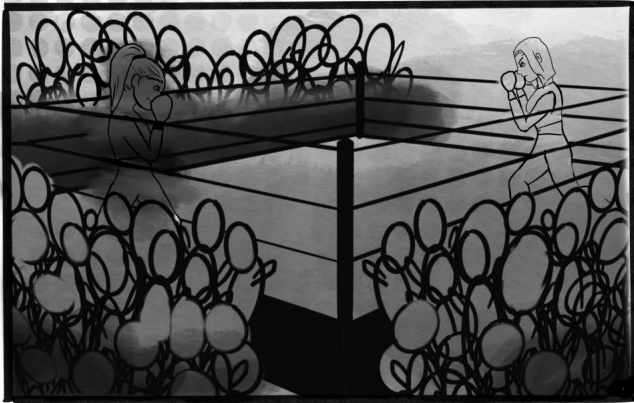




ROUND 2 Wishful Identification

JAMAL, DID YOU KNOW THAT WHEN PERCEIVED SIMILARITIES ARE HIGH, WISFUL IDENTIFICATION IS HIGH AS WELL, ESPECIALLY FOR INFLUENCERS!

YES, I KNEW THAT! ANTHONY, DID YOU KNOW THAT WISFUL IDENTIFICATION IS HIGH BECAUSE INFLUENCERS ARE CONSIDERS ORDINARY PEOPLE, THEREFORE THEY'RE PERCEIVED AS SIMILAR WHICH MAKES IDENTIFYING WITH THEM EASIER.



ANGELINA DODGES ANOTHER, ALMOST FATAL, HIT AGAIN!



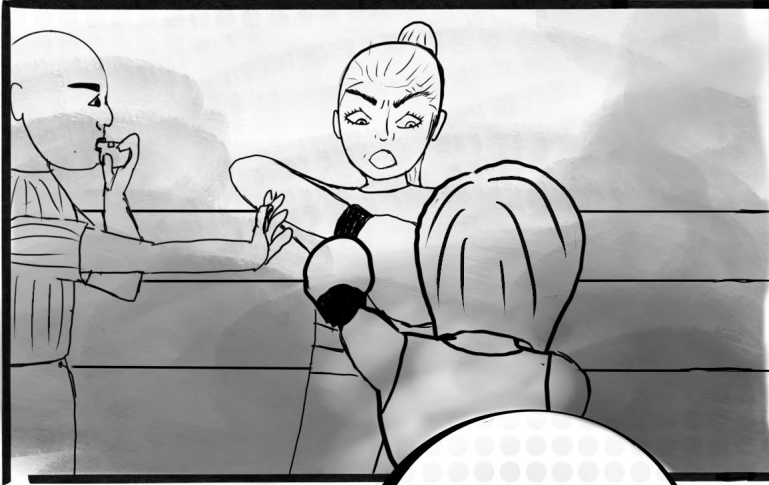
WE SEE THIS TIME-AND-TIME AGAIN, CELEBRITIES ARE STRUGGLING TO MAKE A SUBSTANTIAL HIT

JACKIE SEEMS TO HAVE UNLOCKED THE GENUINE ASPIRATION, WHERE THE PURCHASE INTENTIONS OF THE AUDIENCE IS HIGH BECAUSE THEY CAN TRULY IDENTIFY WITH HER

ANGELINA FEELS THE LOSS OF THIS ROUND, THE AUDIENCE CAN'T SEEM TO IDENTIFY WITH HER AS THEY DO WITH JACKIE



ROUND 3 Trustworthiness



WELL ANTHONY,
IT SEEMS LIKE JACKIE
IS GOING FOR THE KILL
THIS ROUND!



ANGELINA DOESN'T
SEEM TO BE AS
AUTHENTIC AS
JACKIE, WE ALL
KNOW THAT YOU
MUST BE YOURSELF
TO BE TRUSTED

ESPECIALLY FOR THIS ROUND,
TRUST CAN HELP WITH HIGHER
ADVERTISING ATTITUDE, PRODUCT
ATTITUDE AND HIGHER PURCHASE
INTENTIONS

OW NO!
ANGELINA IS DOWN, A PERFECT HIT
TO THE JAW!



GUESS WE HAVE A
WINNER, JAMAL!



THE WINNER IS THE INFLUENCER



THIS WAS THE FINAL CELEBRITY VS. INFLUENCER FIGHT IN THE EXPERIENCE CATEGORIE. HOWEVER THIS IS NOT THE END OF THE BATTLE OF THE ENDORSERS!

ENDORING A PRODUCT THAT ENHANCES THE FEELING OF PERCEIVED SIMILARITIES AND WISFUL IDENTIFICATION, IS IMPORTANT. BECAUSE WHO IS ENDORSING A PRODUCT ISN'T AS IMPORTANT AS WHAT IS ENDORSED BY THE WHICH ENDORSER!

YOU'RE KNOCKING ME OUT WITH THAT SENTENCE, JAMAL. LET'S GO CELEBRATE!



FOOD, FASHION, AND BEAUTY INFLUENCERS HAVE FOUGHT A CELEBRITY AND CAME OUT ON TOP. MAYBE WE WILL SEE A CELEBRITY VS INFLUENCER FIGHT WITH HEDONIC GOODS, SEARCH GOODS OR EVEN UTILITARIAN GOOD. WHAT DO YOU THINK ANTHONY?

I AM IN! MAYBE BOXING ISN'T THE WAY TO FIND OUT WHO THE BEST ENDORSER IS, THE INFLUENCERS AND CELEBRITIES SHOULD DO A DANCE BATTLE!