

Difference between a Common Man and A Celebrity and Their Role in Advertising

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Abstract

What is 'Common Man'?

The term 'COMMON MAN' is used to emphasize the similarities or distinctions between a member of the social, political or cultural elite, and the citizen at large.

Keywords

Advertising, Common Man, Ordinary people, Real people, Celebrity, Non – Celebrity, Role of a common man, Role of a celebrity, Personalities.

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- Common people are persons identifying or collectively persons in general.
- Persons, whether man or woman, children, are considered as numerous individuals forming a group.
- Human beings or persons who constitute a community, tribe, nation or other group by virtue of a common culture, history or religion.
- The persons of any particular group or company.
- The ordinary persons as distinguished from those who have wealth, rank or influence.
- The ordinary people in formal usage consist of those people who have a degree of economic independence, but not a great deal of social influence or power. The term often encompasses merchants and professionals, bureaucrats and some farmers and skilled workers.
- Social hierarchies and their definition vary – many factors can define the middle class of a society such as money, behavior and heredity. In some countries, it is predominantly money that determines an individual's position in the social hierarchy. Other social factors may have a strong influence. The factors include education, profession or employment status, home ownership or culture.



Common Man used in an advertisement refers to people who stay in the society but do not have a name. Advertisers are endorsing common or ordinary people like pan wale, milkmen, laborers and also 'real people' from life who can be much more related to the consumer who more or less himself is common. Farmers, villagers or low-class people are being picked or being endorsed by the marketers more than a famous personality or a celebrity which is much more effective.

While any scene that creates drama, any piece of music, and any statement can induce emotion, the most common device is the human face to reflect the emotions. The fear and anger on the face of teenagers, the admiration and enthusiasm on people's faces in the crowd, faces crying, fierce, uncaring expressions on the faces of opponents. All of these faces and their expressions are carefully shown in the advertisement. A most common approach is to take the face of an opponent

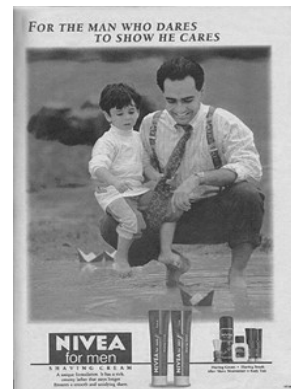


at its most unattractive and show that face as background for words written on the screen to indicate what awful things he has done. Faces are probably a candidate's most direct conduct feelings for a viewer.

Every advertisement political or otherwise has at its center end appeal. This is the main message of the advertisement and it is designed to speak to a viewer's emotion insurance. Advertisements appeal to fears or disasters, and cosmetics advertisements appeal to personal ego. Many high-ticket products appeal to greed. Political advertisements are no different. Advertisements for candidates can appeal to positive feelings such as patriotism or pride but they can also elicit fears, especially if they are attached to advertisements.

The Role of a Common Man in Advertising

If you have an ordinary person in an advertisement showing to a person's wants and desires, habits, liking or disliking then their opinions are valuable. People want to connect then if it's according to their likes or dislikes all the more. The advertisement is quite effective then. There are no longer advertisements of people with a fair, clear complexion, beautiful people or models having a perfect figure. Advertisements having ordinary faces have more value nowadays. Ordinary people have more value now in terms of acting as a models for an advertisements. The models with ordinary faces are taken as a models in the advertisement. It seems now marketing gurus have discovered that more people have started relating to ordinary life and ordinary people rather than beautiful and well-known celebrities. To bring a change in advertising, understanding the psyche of the viewers they have started endorsing ordinary people to showcase their product and promote their services. This type of marketing is called "REAL PEOPLE" marketing.



Marketers now have changed the stereotypical psychology of selecting and endorsing a renowned identity to promote their products. They have tried changing the strategy and thought of connecting to the majority by introducing a local person. According to them a local common person would relate themselves more to the real event or situation and perform more equate and naturally to create a drama. This makes a commercial more compelling and touches the hearts of millions. It's not that nowadays' celebrities are not being used in a commercial. They are being used but the realization of achieving more attention from the viewers or customers and higher sales is reduced.

Marketers and advertisers now think that non-celebrities affect the credibility, increase the memo ability of the message, and also provide a positive effect that could be generalized to the brand. On the other hand, endorsing a celebrity is of great risk if logically not related to the product and particularly increases the marketer's financial risk. Therefore, non-celebrity advertising is much more effective.

Advertisements that have Endorsed Common People

All McDonald's advertisements have common people for their promotion. All natural-looking men, women and children are used. It is believed by majority of advertisers or advertising agencies that if common people like us are used as a model in the advertisement then that campaign has more credibility.

Who is a Celebrity?

A celebrity is a widely recognized or famous person who commands a high degree of public and media attention. The word stems from a Latin word meaning famous. While fame is generally considered a necessary precondition for celebrity status, it is not always sufficient. There has to be a level of public interest in the person, which may or may not be connected to the reason they are famous. Many celebrities are only for a certain amount of time, perhaps after appearing on a television program or doing something to last in the public eye, such as rowing in the Atlantic Ocean or being the first to do something. There are also special celebrities, who are only celebrities to those who enjoy a particular subject and so consider them a celebrity. A public figure such as a politician or CEO may be famous but they may not become a celebrity unless the public and mass media have an interest in it.

There are four types of celebrities –

1. Regional or Cultural celebrities
2. Professions that offer celebrities
3. Celebrity families
4. Celebrity as a mass media phenomenon

Celebrity Structure

Few celebrities can be considered 'global', their fame spread across the English-speaking world and even into non-English speaking cultures. These celebrities are often prominent political figures, Hollywood actors, globally successful pop stars and sports stars.



Regional or Cultural Celebrities

Each country has its own independent celebrity system, with a hierarchy of popular film, television and sports stars. Celebrities who are very popular in one country, such as India, might be unknown abroad, except with culturally related groups, such as the Indians. In some cases, a country-level celebrity might command some attention outside their native country, but not to the degree that they can be considered a global celebrity. Sub – National entities or regions or cultural communities also have their own celebrity systems, for example Quebec. Regional casters, politicians or community leaders can be considered as local or regional celebrities.

Professions that Offer Celebrity

Some professional activities, by the nature of being high paid, highly exposed and difficult to get into, and likely to confer celebrity status. For example more stars and television actors with lead roles on prime-time shows are likely to become celebrities, high-ranking politicians, national television reporters, daytime television, show hosts, supermodels, astronauts, successful athletes and pop musicians are likely to become celebrities. A few leaders such as Mother Teresa have been achieved fame because of their charitable work.

While some film and theater directors, producers, artists, authors, trial lawyers and journalists are celebrities, the vast majority are not, or they are not that big or celebrity then their professional importance in the business depends upon their performance. Some people try to avoid a celebrity in their business while others want, to appear on talk shows and high-profile events, such as film openings.

Celebrity Families

An individual can achieve celebrity status based on their profession, and accomplishments, without having any family social connections to aid them. However, there are families where the entire family is considered to have celebrity status. In Europe, all members of Royal families are celebrities, especially when they are associated with a real.

Celebrities often have fame comparable to that of royalty. As a result, there is a strong public curiosity about their private affairs. Celebrities may be known according to their work, nature, and performance. Sometimes public may have a love or hate relationship with celebrities asking them “Do celebrities deserve their fame?” Due to the high visibility of celebrities private lives, their success and shortcomings are often made very public. Celebrities are alternatively portrayed as glowing examples of perfection, when they receive any award or Oscars.

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Magazines and talk or TV shows pay attention to the celebrities. To stay in the public eye more and more celebrities are been seeing in business ventures such as celebrity–branded items, such as books, clothing, perfumes and household items.

Superstar is a term which is referred to a celebrity who has a great popular appeal and is known, prominent or successful in some field or the other. Celebrities to as ‘superstars’ may include individuals who work as actors, actresses, musicians, athletes and other professionals.

The Role of a Celebrity in Advertising

Celebrity branding is a type of advertising in which a celebrity uses his or her status in society to promote a product, service or charity. Celebrity branding can take several different forms, from a celebrity simply appearing in advertisements for a product, or service, to a celebrity attending PR events, creating his or her own line of products or services and using his or her name as a brand. The most popular forms of celebrity brand lines are for clothing and perfume. Most singers, models and film stars now have at least one licensed product or service that bears their name.

Advertisers have begun attempting to qualify and quantify the use of celebrities in their marketing campaigns by evaluating their awareness, appeal and relevance to a brand’s image and the celebrity’s influence on consumers buying behaviors. According to the Wall Street Journal, the Dave Brown Index will “enable advertisers and ad – agency personnel to determine if a particular public figure motivates consumers who see them in an advertisement to purchase the product advertised”.



Celebrities as Personalities

Celebrities or personalities are people who have a good fame and names in their respective fields in terms of excellence and performance. These celebrities are showcased in an advertisement in terms of presenters or spokespersons.

Presenters are those celebrities or personalities who present their own opinions and experiences of the product they are endorsed in the form of a testimonial. Testimonial can either be an expert or a non expert testimonial.

The only difference between a testimonial and an endorsement is that an endorsement does not indicate that the celebrity himself or herself has used a product or service. It is more or less the responsibility of the advertiser to keep a check whether a product or service is being used by the presenter periodically only if the advertising campaign is continuing.

Spokesperson – They are the people who do not endorse the product. Their status is quite high and is used for corporate advertising campaigns.

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