

Apr 3rd, 4:30 PM - 4:45 PM

# Female Athlete Endorsers: Obstacles and Opportunities

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## Recommended Citation

Peetz, Ted, "Female Athlete Endorsers: Obstacles and Opportunities" (2019). *enLightening Talks*. 8.  
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# Female Athlete Endorsers: Obstacles and Opportunities

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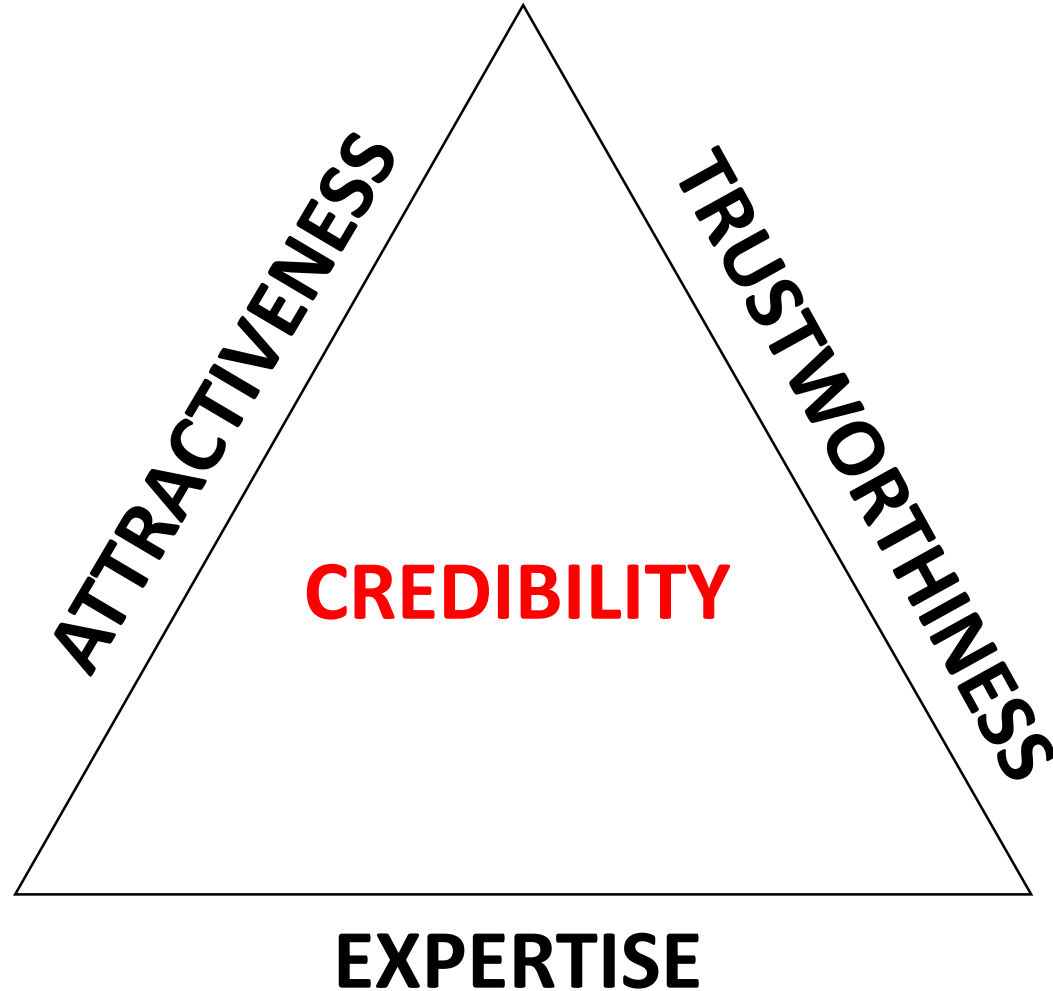


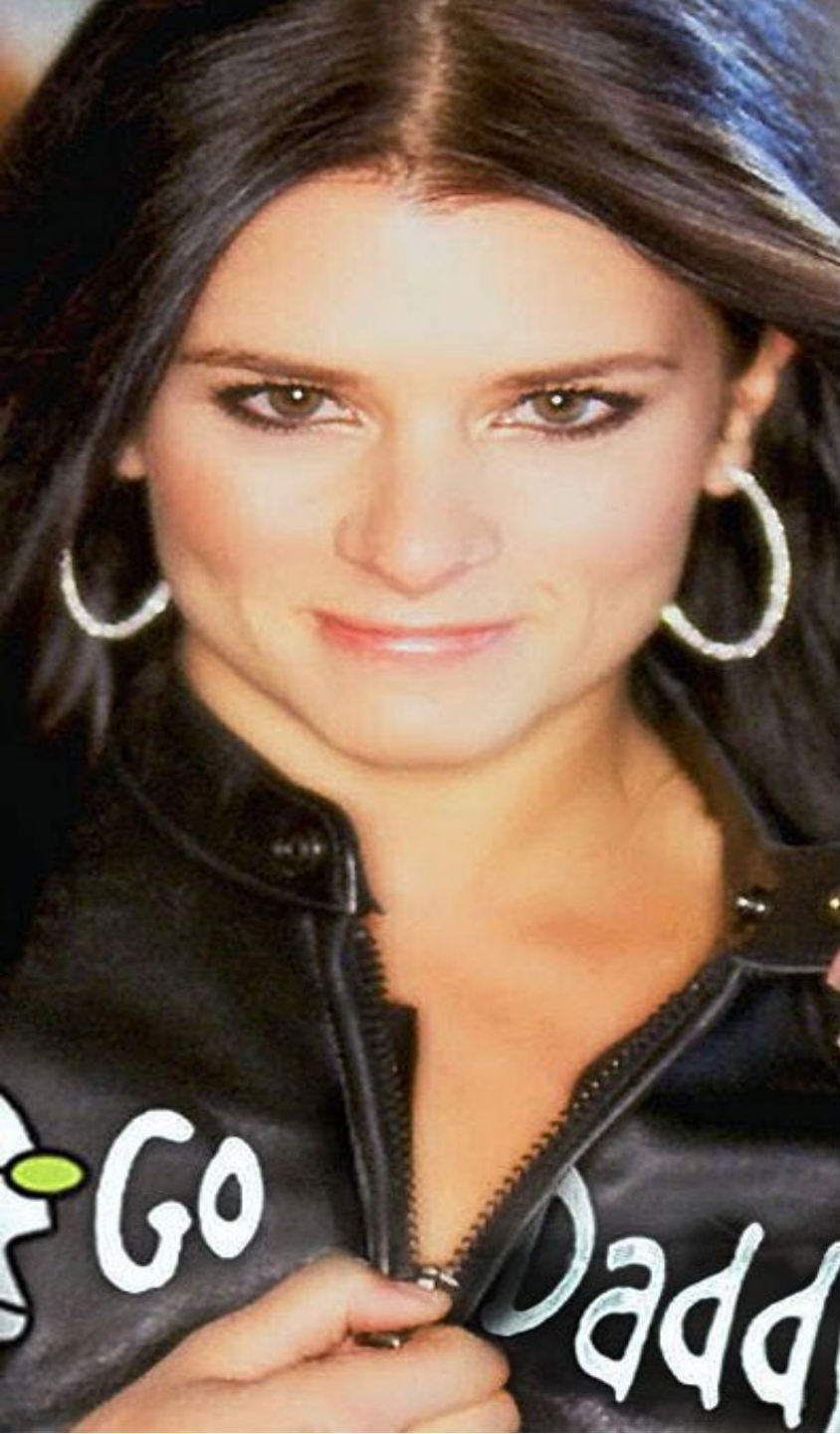
## Celebrity Endorser

“An individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken 1989 p. 30)

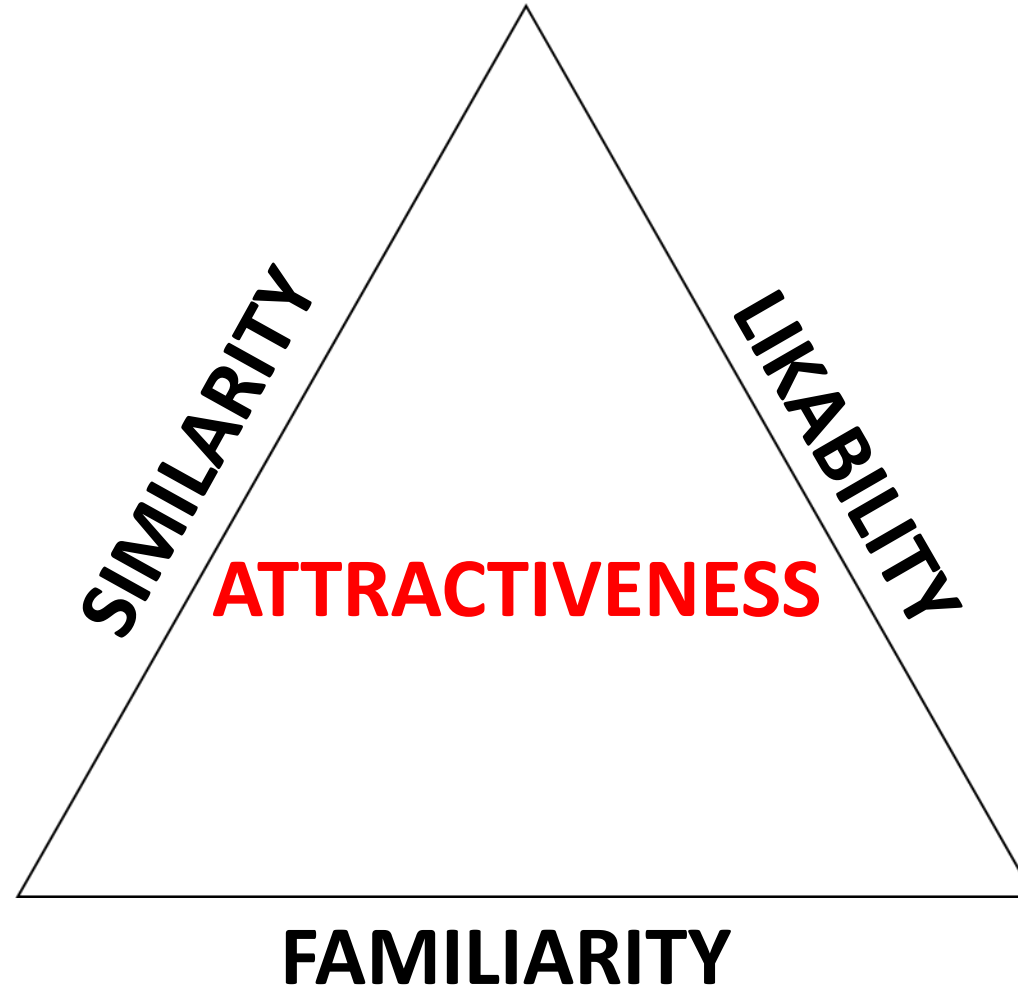


# SOURCE CREDIBILITY

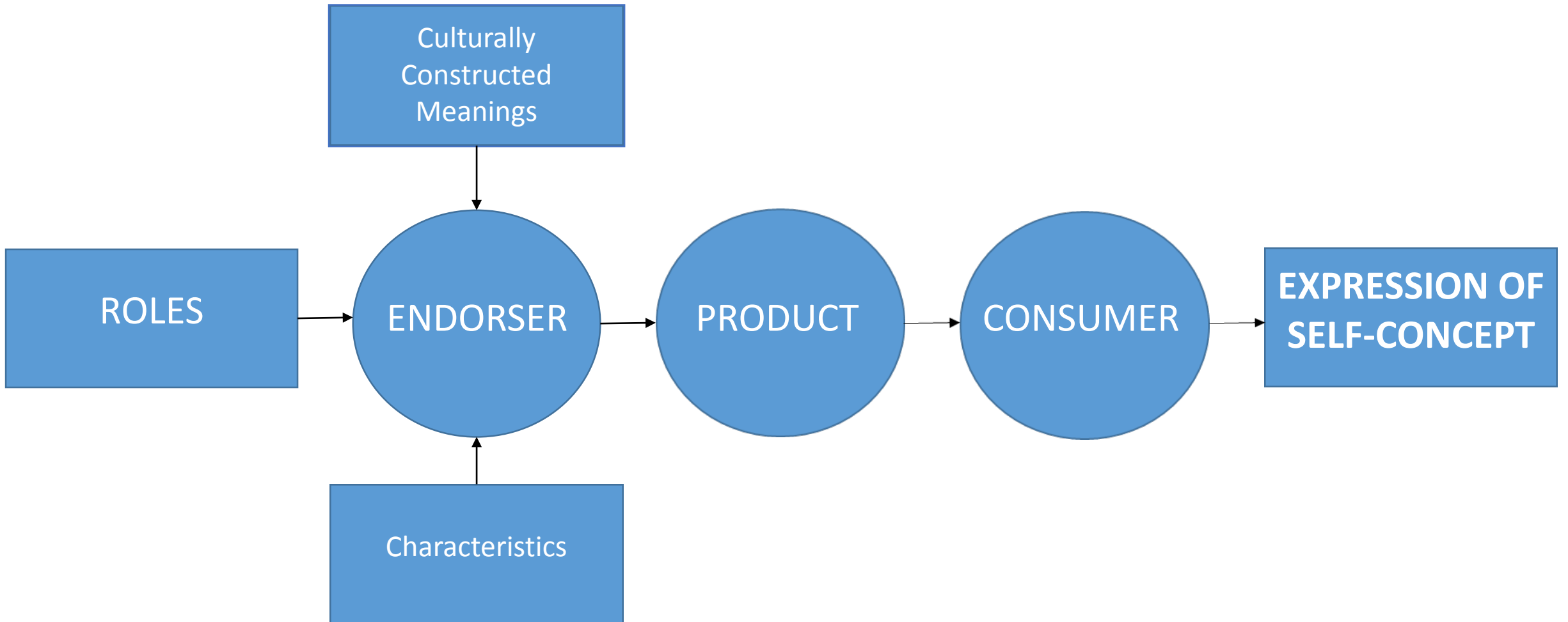




# Source Attractiveness



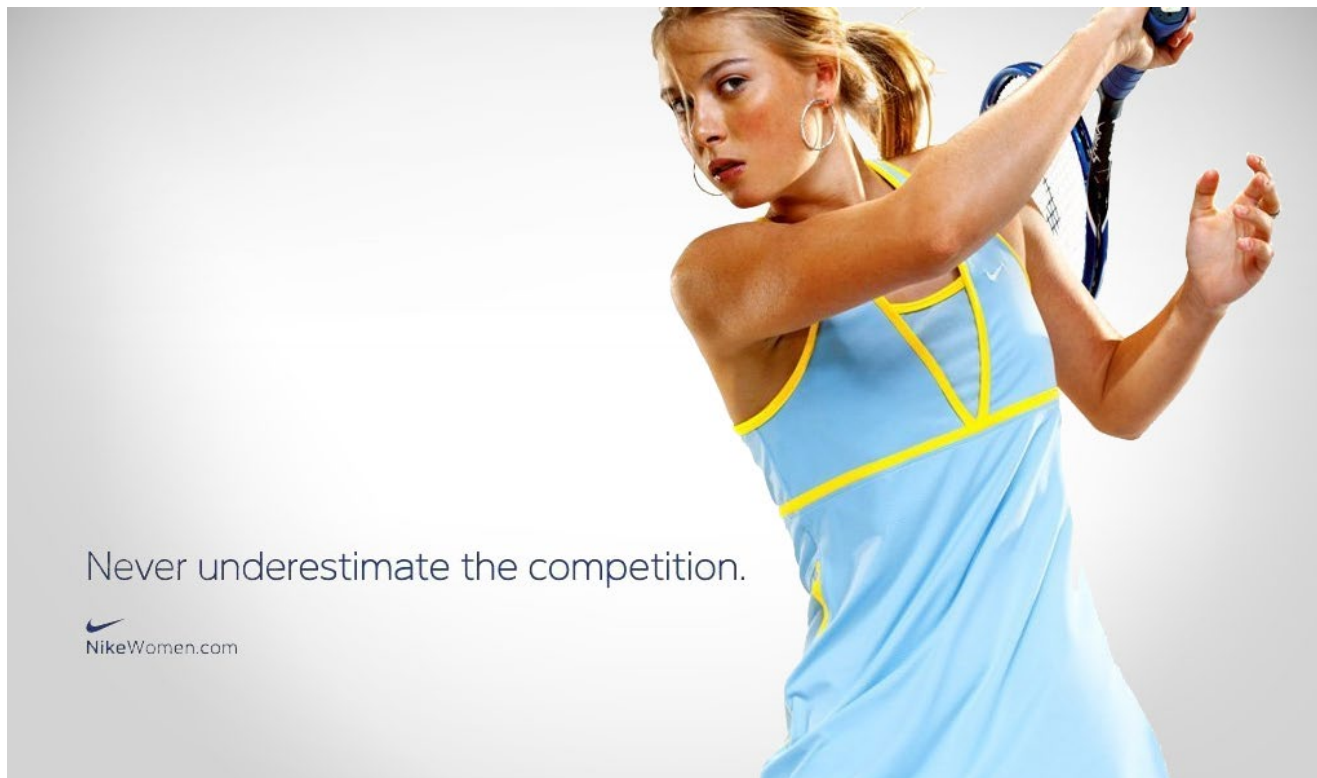
# TRANSFER OF MEANING PROCESS





# MATCH-UP HYPOTHESIS

- Explores the appropriateness of fit between the endorser, the target audience and the product.



# WHERE DO WE GO FROM HERE?



It's only a crazy dream until you do it.

 Just do it.

Thank You