



Celebrity Endorsement and Competitive Products are two important definitions as they give us a roadmap of what we can expect from the contract.



K-NOTES

Lessons from Shaq's Celebrity Endorsement



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Leveraging the Power of Celebrity Endorsement Agreements

Celebrity endorsements are common in the advertising world, and for good reason. Companies have a lot to gain when attaching a famous person's image to their product, and often the relationship is mutually beneficial, evolving the individual's brand and growing their reach.



Key Takeaways

- ➔ **Influencer Approvals and Public Image**
Shaquille has the power to approve the advertising concept as well as the channels of communication. If they send this item for approval the first time and do not receive a response from Shaquille O'Neal, the advertising will be declared unapproved.
- ➔ **Define Celebrity Endorsement**
Endorsement agreements are entered into owing to the distinctive personal characteristics of the celebrity who will endorse the product. The definition precisely covers the items available for use by the company, the individual receiving the endorsement.



When it comes to commercial rights and copyright enforcement, anything created with the celebrity is held by the advertiser or the company. That's why it's so important."

- ➔ **Social Media Obligations**
If the influencer intends to share this on Instagram or any other site, they must follow the FTC requirements. They should incorporate a tagline or capital letters that read "advertising-sponsored content" so that the audience understands that the celebrity is getting compensated for being represented next to Papa John's trademarks, logos, or products.
- ➔ **The Power of Contracts**
If you are receiving products from big companies and are in litigation, you cannot defend yourself because litigation is very expensive. If you're just starting, you should prefer to have an agreement and an attorney to understand what you want.

