

So, did the celebrity make you buy it?

William Shatner pitches Priceline and Catherine Zeta-Jones represents T-mobile. They are just two of the many celebrities that are paid big bucks to endorse a product or appear in advertising for the product. The question really, is does it work? I think it works to gain attention but not necessarily to stimulate sales.

There was a poll, sponsored by Adweek, on LinkedIn, to see if celebrities make people likely to buy a product or not. The overwhelming response (78%) was that it made no impact at all. You can access the poll [here](#).

Are you swayed by celebrity?