

The 'Beckham effect'

Level

Intermediate

Tasks

Matching sports celebrities to the companies they advertise
 Completing information in a table of Real Madrid's annual income
 Reading an article about celebrity endorsements
 Completing the missing vowels in a set of words connected with advertising
 Discussing points arising from the article

How to use the lesson

- 1 Write the name 'David Beckham' on the board and ask students what they know about him. Hand out the worksheet and ask if anyone knows which companies the sports celebrities advertise / have advertised for.

Answers

David Beckham: Adidas / Pepsi

Michael Jordan / Tiger Woods / Maria Sharapova: Nike

Anna Kournikova: Adidas

- 2 Ask students to study the income table for Real Madrid and guess where the missing figures go. They can check their answers by scanning paragraph two of the article.

Answers

Commercial income: £80 million Match-day income: £48 million Television income: £44 million

- 3 Ask students to read the whole article. Ask follow-up questions, such as: What is the 'Beckham effect'? Deal with any useful vocabulary such as: *enhance / commitments / link / boosted*.
- 4 Students complete the words with the missing vowels. Ask them to create sentences with these words / expressions in connection with their own company's advertising.

Answers

(a) celebrity endorsement

(b) brand loyalty

(c) marketing study

(d) promotion

(e) merchandise

- 5 Ask students to complete the mini questionnaire and then compare their answers in small groups. Monitor the discussion. After the discussions, elicit any interesting ideas. Finally, provide language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.realmadrid.com/articulo/rma26467.htm>

http://en.wikipedia.org/wiki/David_Beckham

http://en.wikipedia.org/wiki/Maria_Sharapova

<http://msn.foxsports.com/other/story/3702608>

<http://www.fortune.com/fortune/articles/0,15114,1113566,00.html>