

ALTERNATE MODES OF CORPORATE BRAND ENDORSEMENT: NEED OF THE HOUR IN INDIAN CONTEXT

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ABSTRACT

India is emerging as an economic power. Several domestic and international Corporate came forward with innovative brands in the product and service segment during the last two decades. Competition is inevitable at this juncture. Eventually, business houses handed over the responsibility of ensuring their market headship to brand ambassadors. Now this model is not going in the right direction as many instances of facing setbacks either by the brands or by the celebrities is reported. This paper tries to narrate the emergence of celebrity brand ambassador concept in Indian corporate context. It also describes the recent down-turn of this model and explores the possible alternatives.

KEYWORDS: Brand, Celebrity Endorsement, Brand Ambassadors, Brand Mascots