



Hochschule Neu-Ulm  
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# **Strategic celebrity endorsement: Examining the impact of celebrity personality traits on the effectiveness of brand endorsements**

## **Master Thesis**

**Degree course:** Master of Advanced Management

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# Abstract

The present study analyses how the personality traits of celebrity endorsers can be aligned with brand values to maximize the effectiveness of the endorsement. Based on several theoretical models, the purpose is to examine the influence of celebrities' attractiveness, credibility, likeability, and trustworthiness on the effectiveness of brand endorsements. Pätzmann's archetypal model is utilised to investigate the impact of archetypes on brand perception and the optimal match between a brand and a celebrity. The two celebrity endorsers, George Clooney and Jürgen Klopp, were selected as case studies. Firstly, a qualitative content analysis was conducted. Based on these results, a quantitative survey aimed at consumers was carried out. The findings of the research indicate that all personality traits of a celebrity influence the perception of the brand, and consequently, the effectiveness of the endorsement. The alignment of the brand's values with those of the celebrity is a key factor in determining the credibility of an endorsement. A similar result was obtained when examining the relationship between a celebrity's likeability and the effectiveness of the brand; this personality trait was also perceived as being of great importance.

# 1 Introduction

The following introduction provides a concise overview of the relevance of the thesis, including the current state of research. Utilising extant research, a research gap has been identified. The objectives, research question and assumptions are aligned with the defined research gap. Finally, the research design and procedure are presented.

## 1.1 Relevance of the problem

What do Marilyn Monroe, Tiger Woods and Kylie Jenner have in common? They are not only globally recognised celebrities, but also some of the most iconic and influential celebrity endorsers in history. However, the use of celebrity endorsers can be traced back to much further. In 1893, the British actress Lillie Langtry (1853–1929) became one of the first known celebrity endorsers when she appeared in advertisements for Pears Soap (Morin, 2002). In Germany, celebrity endorsement gained prominence in the 1950s, with well-known personalities such as Marlene Dietrich (1901–1992) promoting a wide range of products, including cigarettes, soap, and beer (Rogers, 1979). One of the most successful celebrity endorsements of all time is the partnership between Michael “Air” Jordan and Nike, which began in 1984 and remains a benchmark in sports marketing to this day (Sen Gupta, 2023).

The use of celebrities in marketing has increased significantly over time. While only 15% of campaigns featured a celebrity in 1979, this figure had grown to 25% by 1997 in the United States (Erdogan, 1999, p. 292). Today, celebrity endorsement is a widely used and strategically refined approach. According to a recent study, 23% of German consumers reported purchasing a product in 2024 that had been promoted by a celebrity or influencer (Statista, 2025). The transition from traditional forms of celebrity endorsement, such as print media, radio broadcasts and television commercials, to digital ecosystems marks a significant transformation in the landscape of celebrity endorsement. This shift reflects not only technological developments but also changes in media consumption patterns and consumer behaviour (Arcega-Punzalan, 2025 ). Along with this media shift, the very definition of a celebrity endorser has evolved. McCracken (1989, p. 310) defines a celebrity endorser as someone who enjoys public recognition, is successful in his/her profession and utilises his/her social image to promote a product, brand or service. Usually they are actors, supermodels, singers, athletes or politicians (McCracken, 1989, p. 310; Schouten, Janssen, & Verspaget,

2020). Today, the term also encompasses social media influencers and reality TV personalities, who have gained massive followings on platforms such as TikTok, Instagram, and YouTube (Yang, 2018, p. 392). As a result, many brands now combine traditional celebrities and digital influencers within the same campaign to maximise reach and profitability (Arcega-Punzalan, 2025).

Celebrity endorsement is a successful strategy for brands to improve their trustworthiness, likeability, credibility and persuasiveness of advertising products (S. Wang & Kim, 2019, p. 114). The use of celebrities attracts attention and increases brand or product awareness. It can positively affect consumer behaviour toward the endorsed product or brand and can lead to increasing product sales and stronger brand loyalty (Calvo-Porrall and Lévy-Mangin 2024, p. 1028). However, working with a celebrity endorser is not without risk. Negative publicity or scandals involving celebrities can affect the brand, leading to significant financial losses and a negative brand image (Yang, 2018, p. 114). Therefore, choosing the right celebrity and ensuring a strong alignment between their public persona and the brand's identity is crucial for the success of any endorsement strategy.

## **1.2 State of the research and research gap**

Celebrity endorsement as a marketing strategy has been studied extensively over the years. A range of theoretical models has been developed to explain which factors contribute to the effectiveness of celebrity endorsements. One of the most renowned of these is the source credibility model developed by Hovland et al. (1951). This model suggests that an endorser's persuasive power is based on two dimensions: expertise and trustworthiness (Hovland & Weiss, 1951, pp. 635–650). The source attractiveness model (McGuire, 1985) is a closely related concept which demonstrates that the attractiveness of a celebrity including physical attributes, intelligence, and lifestyle is positively correlated with the efficiency of the message of the brand that is being promoted (Erdogan, 1999, p. 299). The match-up hypothesis (Till & Busler, 2000) introduces an additional dimension to the discourse. It assumes that a greater effectiveness of the endorsement is achieved when there is a congruence between the celebrity and the product. A more extensive cultural standpoint is furnished by McCracken's meaning transfer model (1986, 1989) which provides a general framework on how endorsers attributes are transferred onto a product or brand in three steps: first, meaning is associated with the celebrity; secondly, it is transferred to the product through endorsement; and finally, it is absorbed by the consumer (Langner & Eisend, 2011, p. 452; McCracken, 1989, p. 313-314).

Based on the current state of research a substantial body of knowledge has been established regarding the benefits and effectiveness of celebrity endorsement, as well as the risks associated with collaborating with a celebrity.

Despite extensive theoretical and empirical work, several important gaps remain. While previous research has typically focused on individual endorser attributes such as attractiveness or trustworthiness, few studies have adopted an integrated approach to assess overall brand celebrity fit in a structured and multidimensional way. Moreover, the increasing prominence of influencers and social media personalities has transformed the endorsement landscape. The growing complexity of the celebrity ecosystem has further complicated the selection process, making it even more challenging for brands to develop a coherent and strategic selection framework. To deepen the analysis of personality brand congruence, this study also incorporates the concept of archetypes, offering a symbolic and psychological perspective for categorising both celebrity personas and brand identities. In order to apply the findings of celebrity endorsement research in practice, further studies based on the current state of knowledge are needed. This includes a more structured investigation into the strategic selection of celebrity endorsers, potentially supported by symbolic orientation models such as archetypes.

### **1.3 Objectives and research question**

The fundamental challenge in celebrity endorsement is the selection of the optimal celebrity for the brand. In view of the considerable expenses and potential reputational risks associated with celebrity endorsement strategies, it is imperative to develop a structured understanding of how to identify the most appropriate celebrity endorser for a given brand. While numerous models examine isolated personality traits such as attractiveness, trustworthiness, or expertise, a holistic approach to the brand celebrity match remains underdeveloped. In line with this research gap, the research question of this master thesis is: ‘How can the personality traits of a celebrity be matched with a brand’s values to achieve an optimal fit and maximize the effectiveness of the celebrity endorsement?’.

In order to explore this research question, the thesis analyses two real life endorsement cases: George Clooney and Jürgen Klopp, both of whom have acted as celebrity endorsers for several international companies. In order to deepen the interpretation of celebrity personas and brand identities, the archetypal model of Pätzmann and Hartwig (2018) is applied. The

objective of the present study is to ascertain the confirmation of the following five assumptions:

*A1: The attractiveness of a celebrity will positively influence the effectiveness of the celebrity endorsement.*

*A2: The likeability of a celebrity will positively influence the effectiveness of the celebrity endorsement.*

*A3: The trustworthiness of a brand increases if the partnership with the celebrity endorser is exclusive.*

*A4: The credibility of a brand decreases as the number of partnerships from the celebrity endorser increases.*

*A5: The trustworthiness of a brand will be stronger if there is a match between the brand's personality traits and those of the celebrity.*

## **1.4 Procedure and research design**

In order to answer the above research question, the master's thesis is structured as follows. The thesis is divided into two main parts. In the initial section, the theoretical foundations are established. This includes an overview of endorsement theory, with a focus on the source credibility model (Hovland & Weiss, 1951), the source attractiveness model (McGuire, 1985), the match-up hypothesis (Till & Busler, 2000), and the meaning transfer model (McCracken, 1986, 1989). At the end of this section, the concept of archetypal branding based on Pätzmann and Hartwig (2018) is introduced. These theories form the basis for the research model applied in the second part of the thesis. The following section applies the aforementioned theoretical framework to a comparative case study of the two celebrity endorsers: George Clooney and Jürgen Klopp. A mixed methods research design was chosen, as the topic has already been explored in prior studies and is well suited to comparative analysis of diverse celebrity figures. The combination of qualitative and quantitative methods allows for triangulation of data, thereby enhancing the validity of the findings. The qualitative component of the study involved a classical content analysis, which was facilitated by the software program QCAmap (2021). A total of 40 interviews, public statements, and articles were analysed, coded, and categorised according to Mayring (2021). The coding was conducted using a deductive approach in the form of assumption coding. This section of the analysis addresses all five assumptions (A1–A5). The quantitative component of the study consists of an online survey with 16 closed-ended questions, which was conducted using

UmfrageOnline (2007). The survey results were then compared with the qualitative findings to confirm or refute the predefined assumptions. The subsequent analysis encompassed an evaluation of the perceived brand celebrity match and the archetypal fit, as determined by these assignments. Finally, the findings are brought together in an overall assessment, providing an answer to the research question. The thesis concludes with a reflection on the limitations of the study and recommendations for future research.

## 2 Strategic celebrity endorsement

In chapter 2.1, the terms celebrity endorsement and celebrity endorser are first defined and differentiated from testimonial endorsement and influencer marketing. Chapter 2.2 provides an overview of the theoretical background, encompassing the most significant models and theories of celebrity endorsement. These include the source credibility model, the source attractiveness model, the meaning transfer model and the match-up hypothesis. The subsequent chapter, 2.3, presents a detailed discussion of the potential benefits for the brand and the celebrity if they decide to engage in a celebrity endorsement. As outlined in chapter 2.4, the potential risks for the brand and the celebrity that may be associated with the celebrity endorsement are presented. The purpose of this chapter is to establish the foundation for understanding the subsequent empirical research.

### 2.1 Definition

Since the late 19<sup>th</sup> century strategic celebrity endorsement is a prevalent advertising and marketing strategy for brands. A celebrity endorsement is *'an agreement between an individual who enjoys public attention (a celebrity) and an entity (e.g. a brand) to use the celebrity for the purpose of promoting the entity'* (Bergkvist & Zhou, 2016, p. 644). Atkin and Block (1983) define celebrity endorsement as *'the process of transferring the positive image and characteristics of a celebrity onto the brand to stimulate consumers' intent to purchase or use the endorsed product or service'* (1983, p. 57). This involves leveraging the image and status of a celebrity to enhance brand recognition and differentiate the brand within the market. The goal is to enhance the brand's trustworthiness, likeability, credibility and the persuasiveness of advertising products (Awasthi & Choraria, 2015, p. 216; Erdogan, 1999, p. 292; S. Wang & Kim, 2019, p. 114). Although most of the articles reviewed do not clearly propose a definition of what a celebrity endorser is (Rocha, Caldeira De Oliveira, & Giraldi, 2019, p. 2234). McCracken (1989) defines a celebrity endorser as *'any 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. 310). Typically, the roles of celebrity endorsers are assumed by actors, supermodels, singers, athletes, or politicians (McCracken, 1989; Schouten et al., 2020, p. 259). However, it should be noted that the use of celebrity endorsement is not confined to advertising, as mentioned in the definition, but is also evident in other forms of communication, such as the integration of brand names or pictures on their

social media channels, as well as celebrity branded products (Bergkvist & Zhou, 2016, pp. 643–644). Moreover, the practice of celebrity endorsement is not limited to the promotion of consumer goods, but extends to all types of products and services, including those directed towards business-to-business markets. It also encompasses the promotion of services for consumers, non-commercial entities such as political parties and non-profit organisations (Bergkvist & Zhou, 2016, pp. 643–644).

It is important to note that the terms celebrity endorsement and testimonial endorsement are not synonymous. The latter does not imply that the promotion of the product is conducted by a celebrity. A testimonial may be a celebrity, but it may also be an expert, a typical consumer, or a CEO/president (Lauper, 2011a, p. 56). Nowadays, the definition of a celebrity has been expanded with the increasing popularity of reality TV shows and the use of social media channels (e.g. Facebook, TikTok, Instagram, YouTube) (Yang, 2018, p. 392). In contrast to traditional celebrities, who are famous for their professional talent (e.g. sports), social media influencers are regular individuals known for their valuable content, their high reputations in specific fields, a large number of followers and their promotional activities (Brooks, Drenten, & Piskorski, 2021, p. 529; Cha, Haddadi, Benevenuto, & Gummadi, 2010, p. 10). Through their branded content influencers are representing and promoting brands on their social media channels. The present study exclusively examines traditional celebrity endorsers.

## **2.2 Theoretical background**

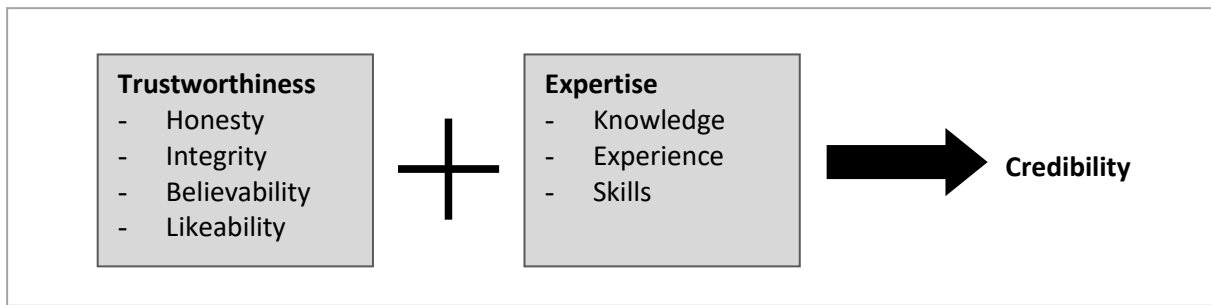
Section 2.2 provides an insight into the development and theoretical background of celebrity endorsement. Following a theoretical introduction that explores the basis of celebrity endorsement, three significant models are presented. The models illustrate the attributes of the endorser that determine the effectiveness and persuasiveness of the brand and thereby form the basis for the subsequent chapters of the thesis. The subject of chapter 2.2.1 is the source credibility model (Hovland & Weiss, 1951). In Section 2.2.2, the source attractiveness model proposed by McGuire (1985) is examined. The subsequent chapter presents the match-up hypothesis (Till & Busler, 2000) and finally the meaning transfer model proposed by McCracken (1986, 1989) is discussed.

### 2.2.1 The source credibility model

The source credibility model is one of the oldest theoretical models and was originally used in the context of empirical communication research. The model was developed by Hovland et al. (1951) based on their studies. In the course of their research, two distinct groups were presented with the same message, conveyed by two different communicators. One of the communicators was categorised as trustworthy, while the other was categorised as untrustworthy. The participants were then requested to categorise their level of agreement with various statements made by the respective person on a 5-point scale ranging from very trustworthy to very untrustworthy. The findings of the study indicated that the assessment of credibility is based on two dimensions: expertise and trustworthiness (Hovland & Weiss, 1951, pp. 635–650). In the context of celebrity endorsement, the result can be transferred, and it can be posited that the effectiveness and persuasiveness of an endorsed brand depends on the credibility of the celebrity (Erdogan, 1999, p. 291; Harmon & Coney, 1982, p. 255). The two dimensions of expertise and trustworthiness can be defined as follows:

*Expertise:* Hovland, Janis, and Kelley (1953) define expertise as ‘*the extent to which a communicator is perceived to be a source of valid assertions*’ (1953, p. 21). Subsequent definitions, such as Ohanian’s (1990), confirm the results and concretise the term expertise even further as the extent to which a celebrity is perceived as a ‘*source of accurate information*’ due to their knowledge, skills, or experience (Ohanian, 1990, p. 44). It is generally assumed that endorsers with a high level of expertise will be viewed as more persuasive and trustworthy by consumers, which in turn will increase the believability of the message conveyed in the advertisement (Hovland & Weiss, 1951; S. W. Wang & Scheinbaum, 2018, p. 8).

*Trustworthiness:* On the other hand, Hovland et. al (1953) define trustworthiness as the ‘*degree of confidence in the communicator’s intent to communicate the assertions he considers most valid*’ (1953, p. 21). Shimp and Shimp (1997) define the term as the honesty, integrity and believability of an endorser. Friedman et al. (1976, p. 225) revealed that the most significant component for fostering trust is the likeability of the celebrity. A combination of trustworthiness and expertise creates credibility. Figure 1 illustrates the components of the source credibility model.



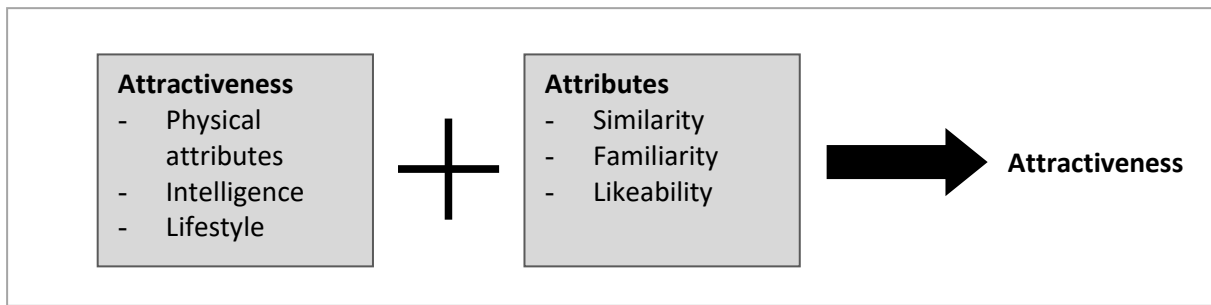
**Figure 1: The source credibility model**

Source: Own representation based on Hovland et. al (1953)

The source credibility model provides a framework for evaluating how the perceived expertise and trustworthiness of a celebrity can influence the effectiveness of an endorsement. Moreover, the model plays a pivotal role in subsequent empirical research, as it facilitates the evaluation of the credibility based components of brand celebrity fit.

## 2.2.2 The source attractiveness model

In addition to credibility, the attractiveness of an endorser plays a major role in the effectiveness of the brand endorsement. The source attractiveness model (McGuire, 1985) demonstrates that the attractiveness of a celebrity including physical attributes, intelligence, and lifestyle is positively correlated with the efficiency and persuasiveness of the message of the brand that is being promoted (Erdogan, 1999, p. 299). It is assumed that similarity, familiarity and likeability of an endorser increases endorsement effectiveness (Langner & Eisend, 2011, p. 452 ; S. W. Wang & Scheinbaum, 2018, p. 8). The term similarity is defined as a supposed resemblance between the source and the receiver of the message. Familiarity is described as knowledge of the source through exposure, and likability is explained as affection for the source as a result of the source's physical appearance (Erdogan, 1999, p. 299). The halo effect is also of significance in this context. This cognitive bias occurs when an individual's overall impression of a person, product or company influences their perception of that person's specific personality traits (Spektrum der Wissenschaft, 2025). In the context of the source attractiveness model, it can be posited that the physical attractiveness of a celebrity may result in positive assumptions about their other personality traits, such as intelligence, competence, or trustworthiness. Consequently, this may lead to a favourable attitude towards the endorsement and the brand (Erdogan, 1999, p. 301; Spektrum der Wissenschaft, 2025).



**Figure 2: The source attractiveness model**

Source: Own representation based on McGuire (1985)

The source attractiveness model provides a framework for evaluating how the perceived attributes associated with a celebrity’s attractiveness can influence the effectiveness of an endorsement. Moreover, the model plays a pivotal role in subsequent empirical research, as it facilitates the evaluation of the attractiveness based components of brand celebrity fit.

### 2.2.3 The match-up hypothesis

A further point that is relevant to the effectiveness of the brand endorsement is the fit between the brand and the celebrity. Fit, is also referred to as congruency, similarity and relevance in different studies (Bergkvist, Hjalmarson, & Mägi, 2016, p. 173). Over the years, many studies have investigated which endorsers, most often celebrities, are most effective for an advertised product (Agrawal & Kamakura, 1995a; Atkin & Block, 1983; Freiden, 1984; Kamins, 1990; Kamins, Brand, Hoeke, & Moe, 1989; Ohanian, 1991; Tripp, Jensen, & Carlson, 1994). The match-up hypothesis assumes that there’s a greater effectiveness and credibility of the endorsement if there’s a fit between the celebrity and the product (Till & Busler, 2000, pp. 1–2). This, in turn, highlights the need for congruence between the product image and that of the celebrity (Kamins, 1990, p. 5). The hypothesis places significant emphasis on the physical attractiveness of the celebrity endorser. It is postulated that highly attractive celebrities are more effective in their role as product endorsements for products designed to enhance one’s physical attractiveness (Till & Busler, 2000, p. 1-2). In contrast, studies have demonstrated that in the context of products unrelated to physical attractiveness (i.e., neither enhances nor detracts from the user’s physical attractiveness), the predictions of the match-up hypothesis are rendered invalid, and the influence of the celebrity’s physical attractiveness is minimal at best (Kamins, 1990, p. 5). In the context of these products, factors such as credibility and expertise can serve as catalysts for a successful match (Kamins, 1990, p. 6; Till & Busler, 2000, pp. 1–2). The same applies here: a high level of expertise based alignment between the

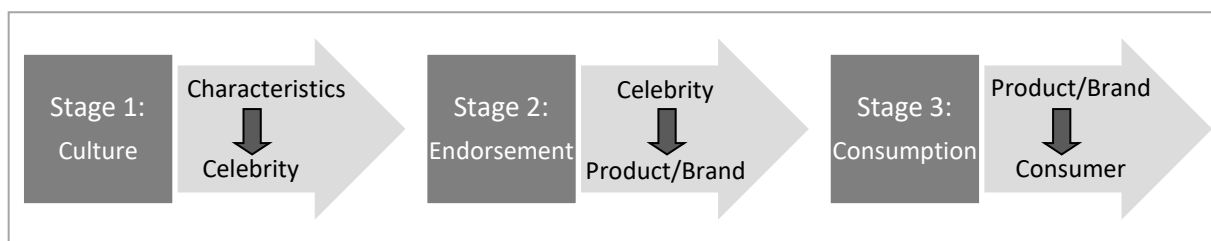
celebrity and the advertised product is expected to be of greater value to the brand. Specifically, the utilisation of a celebrity endorser with a product that aligns with the endorser's field of expertise will have a greater influence on brand perception than the use of an endorser with a product that is not congruent with the endorser's area of expertise (Till & Busler, 2000, p. 8).

Peter Olsson (2009) goes further and defines three building blocks that a celebrity must fulfil in order to achieve the optimal match between their personality and the brand/product. Firstly, the concept of a strong personality is introduced, encompassing factors such as appearance, character, and credibility. It is imperative that the celebrity consistently exudes authenticity and conveys a clear, positive charisma. Secondly, the notion of the building block of success is introduced. The correlation between celebrity success, as measured for example by awards and records, and the subsequent enhancement of the brand is significant. The final component is the constant presence in the media. The utilisation of diverse media formats, such as interviews, television appearances, and social media, ensures a comprehensive representation of the celebrity's persona, thereby fostering a strong and consistent brand presence (Olsson, 2009, p. 33). These varied media platforms also serve as effective platforms for the endorsements of the brand. It is therefore crucial to select the most suitable celebrity endorser to ensure the effectiveness of the endorsement and to shape consumer perceptions.

#### **2.2.4 The meaning transfer model**

The extant models have demonstrated that consumers and celebrities are identifiable, but they have not or only partially explained why a consumer perceives a certain celebrity as being more suitable for a brand than another. Furthermore, the source attractiveness model and the source credibility model were limited to only one factor in determining the effectiveness of an endorsement. In response to this research gap, McCracken (1986, 1989) developed the meaning transfer which refers to the overall structure, such as the image of the celebrity, as well as the composition of several different characteristics and meanings that appeal to the target group. The meaning transfer model provides a general framework for how attributes of endorsers such as lifestyle, status, personality and sexuality are transferred to the endorsed brand and then to the consumer (Awasthi & Choraria, 2015, p. 216; McCracken, 1989, p. 312).

The transfer process is comprised in three stages: Culture, endorsement and consumption. In the initial phase, the celebrity endorser is assigned various character traits that they embody through their professional role as an actor, singer, sportsperson or other public role. This process has the effect of creating an image of a celebrity in the culture of a society (McCracken, 1989, pp. 314–315). In the endorsement phase, the characteristics are transferred to the advertised product or brand. In this phase, it is imperative that a marketing campaign is initiated as soon as the relevant celebrity has been selected, with the objective of transferring the identified meanings to the product or brand. It is not necessary for all meanings to be transferred; only those that are desired. In order to reach the final stage of the meaning transfer process, it is necessary for the consumer to recognise the similarity between the celebrity and the product, and to be prepared to accept the meanings associated with the celebrity (McCracken, 1989, p. 316). According to McCracken, the final stage of the process is the most difficult. An automatic transfer doesn't occur; the product must be owned and used by the consumer for its meaning to transfer (McCracken, 1989, pp. 316–317). Langer and Eisend (2011) use the example of George Clooney to illustrate the process of meaning transfer. George Clooney is regarded as a highly sophisticated individual, and consumers have associated these values with his personality (stage 1). Nespresso uses these values to transfer an image of sophistication and indulgence to its brand (stage 2). In the consumption phase, consumers aspire to integrate this lifestyle into their private lives. The integration is successful when consumers purchase Nespresso, which is regarded as the embodiment of sophistication and enjoyment (stage 3) (Langner & Eisend, 2011, p. 452). Figure 3 illustrates the process of meaning transfer.



**Figure 3: The meaning transfer process**

Source: Own representation based on McCracken (1986, 1989)

The three stages of the meaning transfer model are a foundational aspect of the research, as they provide a theoretical framework for understanding the symbolic mechanism through which the cultural significance of a celebrity is transferred to a product or brand and subsequently adopted by consumers. This broader, multidimensional perspective is essential

to understanding how the fit between brand and celebrity works not only on the basis of attractiveness or credibility.

## **2.3 Benefits of celebrity endorsement**

The utilisation of celebrity endorsers confers a range of benefits for both the celebrity and the brand. The following are the most frequently cited benefits associated with celebrity endorsement.

*Increased brand awareness and recognition:* The use of celebrities attracts attention and increases brand or product awareness and recognition (Lauper, 2011a, p. 60). Celebrities assume a role that is characterised by its “eye-catcher” function, given that their presence is associated with a high entertainment value (Olsson, 2009, p. 14). Conversely, the celebrity also benefits from the increased public attention, which can be utilised for other publicity projects (Lauper, 2011a, p. 60).

*Persuasiveness:* Furthermore, a significant number of studies have been conducted on the persuasive power of celebrities. A substantial body of research has been conducted on the positive effects of post endorsement, brand attitude, quality perceptions, brand purchase intention, and other brand evaluations (Bergkvist & Zhou, 2016, p. 647).

*Improve image:* Additionally, the celebrity’s image and its positive personality traits can be transferred to the brand, which can also lead to an improvement in the brand’s image (Lauper, 2011, p. 58). Conversely, it is also possible that a positive image of the brand may be transferred to the celebrity.

*Access to target demographics:* On the one hand, brands can leverage the global fanbase of celebrities to quickly achieve a wide reach and reduce market entry barriers (Arcega-Punzalan, 2025). Moreover, the analysis of celebrities can facilitate the identification of potential overlaps within the target demographic, such as in the context of age specific targeting strategies (Van Der Harst & Angelopoulos, 2024, pp. 2–3). It is particularly beneficial for brands to utilise celebrity endorsements, especially in the context of niche products. Micro-influencers and specialised celebrities have the capacity to facilitate connections between brands and highly targeted audiences, which traditional endorsement strategies often struggle to reach efficiently (Arcega-Punzalan, 2025; Van Der Harst & Angelopoulos, 2024, p. 2).

*Financial impact:* The use of a celebrity endorser can positively affect consumer behaviour towards the endorsed product or brand and can lead to increased sales (Bergkvist & Zhou, 2016, pp. 646–647; Pringle & Binet, 2005, pp. 210–212). The financial impact can affect both product sales and product prices sales (Calvo-Porrall and Lévy-Mangin 2024, p. 1028). It is evident that celebrities invariably accrue financial benefits in the form of increased fees. It is an established fact that the cost of an endorsement deal is directly proportional to the celebrity's level of fame (Arcega-Punzalan, 2025).

*Enhanced credibility and trust:* The use of celebrity endorsements can enhance a brand's credibility and trustworthiness, as consumers are more likely to identify with the celebrity and consequently place greater trust in the endorsement (Ohanian, 1990, p. 39). When consumers have trust in the celebrity, they are also likely to have confidence in the brand, even in the event of negative publicity (Ohanian, 1990, pp. 41–42). This protective effect has the potential to prevent the brand from experiencing substantial sales losses (Calvo-Porrall & Lévy-Mangin, 2024b, p. 1028). This is particularly relevant for industries such as healthcare, where trust is of paramount importance (Arcega-Punzalan, 2025).

A strategically devised celebrity endorsement concept has the potential to engender a win-win scenario for both the brand and the celebrity, constituting a highly effective marketing strategy.

## **2.4 Risks of celebrity endorsement**

However, it should be noted that collaboration with a celebrity is not without its risks and is not guaranteed to be beneficial. It is imperative that brands exercise caution when selecting celebrity endorsers. From the perspective of the celebrity endorser, there are also risks involved, but these are significantly lower than those for brands.

*Negative publicity/scandals:* The most frequently cited risk is the impact of negative publicity and scandals. Celebrities are individuals whose behaviour and characteristics cannot be influenced (Till & Shimp, 1998, pp. 67–68). In the event of celebrities being the subjects of scandal, negative publicity or exhibiting objectionable behaviour, this can result in transfer the negative impressions to the brand according to the meaning transfer model (McCracken, 1989; Seiler & Kucza, 2017, p. 1; Till & Shimp, 1998, pp. 68–69). Furthermore, negative information pertaining to a celebrity is more likely to attract attention and be more memorable

than positive information, which typically has a damaging effect on the brand (Till & Shimp, 1998, pp. 67–69). For instance, as Knittel and Stango (2014, pp. 1–11) found, at the beginning of 2009 with the scandal surrounding Tiger Woods, firms that had been endorsed by him suffered significant declines in stock market value. This event is indicative of a significant “reputation risk” for brands engaging in promotional activities with high-profile celebrities. In order to offset the potential negative consequences of image change, companies enter into contractual agreements with celebrities. These contracts include a provision that enables the brand to rescind the agreement in the event of scandal or negative publicity (Fanderl & Knieper, 2005, p. 133). Conversely, the involvement of the brand in scandals can also have a detrimental effect on the perception and image of the celebrity.

*Financial risk:* The level of fame of a celebrity has been shown to be correlated with their cost; that is, the more famous the celebrity, the more expensive they are, but also the greater their potential for reach. This has the potential to result in financial losses, as the investment may not be proportionate to the enhancement of future sales and profits (Agrawal & Kamakura, 1995, p. 56; Seiler & Kucza, 2017, p. 1). Celebrities may also encounter financial risks if their reliance on advertising revenue is substantial, as a loss of contract could result in significant financial losses.

*Overexposure/wear-out-effect:* Furthermore, if a celebrity endorses more than one brand, there may not be a clear and unambiguous link between the product and the celebrity (Erdogan, 1999, pp. 295–296). As Tripp et al. (1994) found out, this phenomenon can result in a shift in consumer perception, with the individual’s personal value being perceived more negatively than if the celebrity did not endorse any other brands. This phenomenon is also referred to as the “wear-out effect” (Tripp et al., 1994, p. 544). From the perspective of the celebrity endorser, the consequences may include a loss of credibility and recognition value (Lauper, 2011, pp. 58–59).

*Overshadowing/vampire effect:* The term “vampire effect” refers to the phenomenon in which the presence of a celebrity can overshadow the endorsed brand, product or service, so consumers only remember the celebrity but not the brand: ‘they suck the lifeblood of the product dry’ (Erfgen, Zenker, & Sattler, 2015, p. 155).

*Lack of brand celebrity fit:* This frequently occurs when there is a minimal or non-existent connection between the celebrity and the brand being promoted (Erfgen et al., 2015, p. 155).

Should the celebrity be perceived as unsuitable, this will have a damaging effect on the credibility of the brand and the effectiveness of the endorsement (Kamins, 1990, p. 4). This is also the same case for the celebrity; they too lose credibility and authenticity.

*Overuse:* Conversely, there is a risk that the brand's image may become blurred if an excessive number of celebrities are utilised for a single product, given that each celebrity possesses a distinct image and personality traits that are transferred to the brand (Tripp et al., 1994, pp. 543–544). It can be concluded from this that it is in the best interests of brands to establish long-term relationships with one or a small number of celebrity endorsers, with a focus on communicating a consistent, credible and clear brand message.

*Celebrity fade/extinction:* Moreover, it has been observed that the phenomenon of celebrities' abrupt disappearance from the public eye prior to the termination of their endorsement partnerships can lead to a subsequent decline in their level of recognition (Ziegel, 1983, p. 32). A further factor that must be considered is that companies with promising endorsements usually sign contracts with the endorser for several years, thus binding them to the celebrity (Erdogan, 1999, p. 296).

The risks identified in this study make it clear that brands should carefully research the celebrity in advance. Furthermore, it is recommended that clear contractual safeguards be implemented, with consideration given to the potential long-term risks. Celebrities should also consider which brands align with their image, values, and personality traits, and avoid entering into endorsement partnerships primarily for financial reasons.

# 3 Archetypes

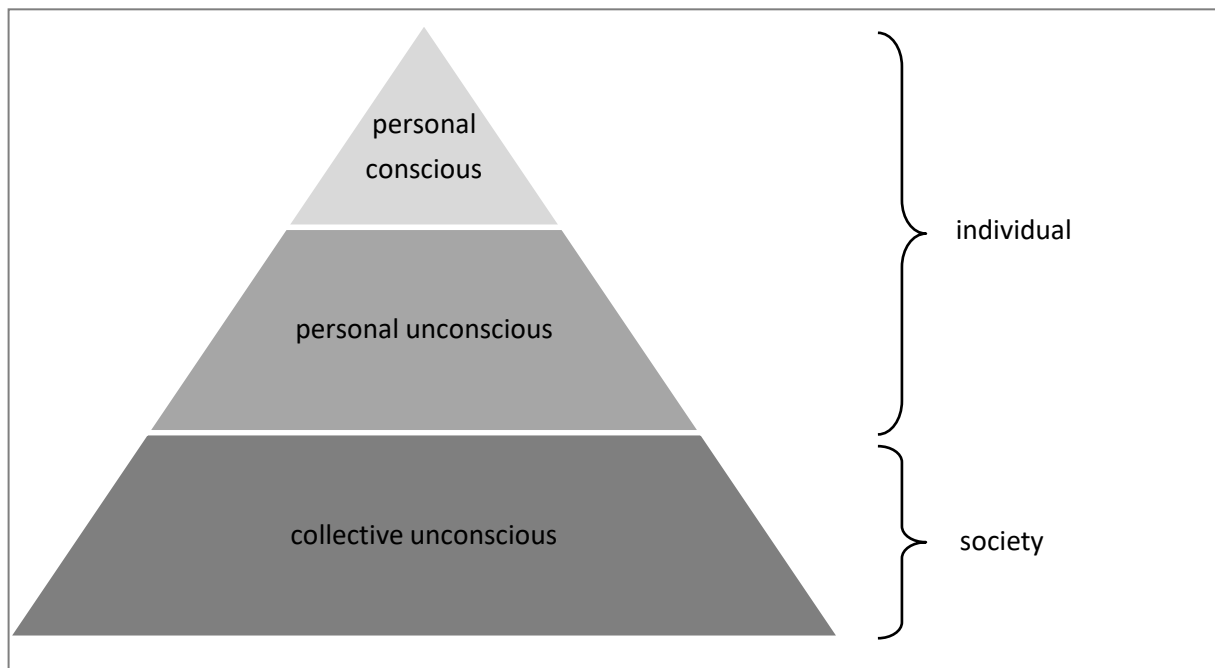
Chapter 3 provides an insight into the concept of archetypes and creates an overview of archetypal models. The term archetype is defined and its origins explained in chapter 3.1. The subject of chapter 3.2 is the archetype theory of the psychiatrist Carl Gustav Jung. It provides an overview of the concept of the collective unconscious, as well as Jung's theories of the persona, the human characteristics of the animus, the anima, and the personality traits of the shadow. Furthermore, the chapter draws parallels between Jung's archetypal theories and contemporary psychological theories, including neuropsychology. In chapter 3.3, the new archetypal model of Pätzmann and Hartwig is introduced, encompassing fourteen archetypes and anti-archetypes. The final chapter examines the utilisation of archetypes in the context of advertising, providing the foundation for the subsequent case study.

## 3.1 Definition

The term archetype is derived from the Greek word "archetypes", which translates as original pattern or primordial image (Collin et al., 2012, p. 105). Duden (2025) characterises archetypos as the oldest surviving or accessible version of a manuscript or print. In educational language, the term archetype or model is also employed. According to Jung (2001), the term archetype is defined as patterns of the psyche that are utilised unconsciously in order to categorise concurrent emotional and behavioural manifestations into a coherent whole. From his perspective, archetypes can be defined as inherited patterns of feeling and behaviour (Collin et al., 2012, p. 105). Given the cultural variations, the archetypes are valid on a worldwide basis (Pätzmann & Adamczyk, 2020, p. 3). According to Ritter (2008), archetypes are characterised by four main characteristics. Firstly, they are part of the unconscious. Secondly, they do not originate from personal experiences but from a collective pool of experiences of ancestors. Next, they are biologically pre-programmed. Finally, they express themselves emotionally (Ritter, 2008, pp. 24–25). The definition provided is founded on the psychological concepts of C. G. Jung and serves as the foundational basis for this thesis.

### 3.2 Jung's theory of archetypes

Carl Gustav Jung (1875-1961) was a Swiss psychiatrist and psychologist. Jung is widely regarded as the founder of the psychological concept of archetypes. Jung was a former student of the physician and psychiatrist Sigmund Freud. Motivated and influenced by the unconscious and primal drives, Jung developed the concept of the psyche. The focus of this study was on the components of the unconscious mind and its operational mechanisms (Collin et al., 2012, p. 104; Solomon, 2013, p. 221). According to the theory proposed by C. G. Jung (2001, pp. 45–47) archetypes can be defined as primordial images. The notion of the collective unconscious is pivotal to Jung's theoretical framework. The concept can be divided into three distinct categories, the personal conscious, the personal unconscious, , and the collective unconscious (C. G. Jung, 2001, p. 45 ff.; Roesler, 2016, p. 28 ff.).



**Figure 4: The collective unconscious**

Source: Own representation based on Pätzmann and Benzing (2017, p. 18) and Roesler (2016, pp. 18–20)

Carl Gustav Jung defined the collective unconscious as the sum of all the experiences and memories of past generations that have emerged from the myths and symbols of many cultures (Collin et al., 2012, p. 104; Pätzmann & Hartwig, 2018, p. 1; Roesler, 2016, p. 29; Solomon, 2013, p. 221). These memories were then stored in the collective unconscious and in the form of archetypes. As demonstrated by Collin et al. (2012, p. 104), archetypes have been shown to facilitate enhanced comprehension of the world. It is hypothesised that archetypes are universally valid and anchored in the psyche (Ritter, 2008, p. 4).

In contrast, the personal unconscious consists of content that was previously part of conscious awareness, but has since been either suppressed, forgotten, or otherwise excluded from consciousness (Carl Gustav Jung & Jung, 2020, pp. 10–11). In comparison, the contents of the collective unconscious have never been part of consciousness (Carl Gustav Jung, 1936, p. 99). While personal consciousness, as the part of the psyche that is immediately accessible and externally observable, forms the basis of an individual's self-perception and behavioural expression (Pätzmann & Hartwig, 2018, p. 1). Therefore, archetypal structures, which are located in the inherited, non-personal domain of the psyche, can only emerge indirectly, often through symbolic content in dreams, myths or creative expression (C. G. Jung, 2001, p. 46).

The archetype theory was first developed within the domain of clinical psychology, arising from research conducted by Jung at the University Hospital in Zurich on patients diagnosed with mental disorders (C. G. Jung, 2001; Pätzmann & Adamczyk, 2020, p. 7). Carl Gustav Jung noted that there was a striking similarity between the pictorial motifs present within the myths, dreams and fantasies of mentally disordered patients. Jung then proceeded to analyse the dreams of children and patients lacking an education in cultural history, identifying parallels with mythological and fairy tale motifs (C. G. Jung, 2001). Following a detailed review of the myths from a range of cultures, it was established that the presence of similar motifs was not simply a result of interaction, but rather a manifestation of inherent predispositions that are embedded within the collective unconscious (Stangl, 2025).

According to Jung's archetypal model, which comprises twelve archetypes, especially the persona, shadow, anima/animus and hero archetypes are deemed to be of particular significance (C. G. Jung, 1999, p. 51). The term "persona" is defined as the self-concept that an individual presents to their environment. As postulated by Jung, individuals manifest only specific components of their personality, depending on the prevailing situation and environment, serving as a mask for the personality (Collin et al., 2012, p. 105; Roesler, 2022, p. 22). The subsequent archetypal stage is characterised by what are termed "soul images". It is a widely accepted theory that the inner soul of each individual comprises the counterpart of the opposite gender. Therefore, a man contains female components, termed the "anima", and a woman contains male components, termed the "animus" (Roesler, 2022, p. 26). As theorised by Carl Gustav Jung, the concept of the anima in a man influences his emotional perception of his own emotional life, with the animus in a woman representing the mental principle (Roesler, 2016, pp. 36–37, 2022, p. 26). According to Jung, the formation of the self

as either masculine or feminine is a result of the interplay between social and biological influences (Collin et al., 2012, p. 105). As demonstrated by these findings, it is clear that each archetype is accompanied by a counterpart of the persona, which is referred to as the “shadow”. This phenomenon occurs when individuals undergo a loss of connection to the deepest levels of their personality. In the event that an individual elects to address their own inner self at this particular juncture, for instance as part of a psychotherapeutic process, they will attain the subsequent stage in their individuation process: confronting their shadow (C. G. Jung, 1999, p. 72; Roesler, 2016, pp. 33–34, 2022, p. 23). The shadow represents the malevolent aspects of the self that is projected onto others. It is defined as the aggregate of all personality traits that have been evaluated as worthless, harmful, or embarrassing. This encompasses secrets, repressed thoughts and rather repulsive traits of the character (Collin et al., 2012, p. 106; Roesler, 2022, p. 24). Although Jung emphasises the importance of the archetype of the persona and that of the anima and animus (C. G. Jung, 1999), the most well-known archetype is that of the “hero” (Sanders & Van Krieken, 2018, p. 2). The fundamental purpose of archetypes is to embody specific personality traits of the hero. In this context, the term hero is understood to signify not only the protagonist but also the pivotal element of all stories (Kellermann, 2015). This resulted in the archetypes attempting to externalise various personality traits of the hero. The integration of these character traits is a fundamental aspect of the process by which a character can become a hero (Kellermann, 2015). According to Jung, this process is defined as “individuation” (C. Jung, 1926, pp. 551–552) or the “hero’s journey” (Schallmo, Pätzmann, & Clauß, 2023, p. 150).

The utilisation of archetypes within the domain of psychotherapy persists, particularly in the contexts of dream analysis and trauma-related interventions (Roesler, 2016, p. 43 ff.). When interpreted as emotional symbols, they have been shown to trigger limbic reactions and can support emotional regulation (Pätzmann & Adamczyk, 2020, p. 3; Scheier & Held, 2018). In the domain of neuropsychology, the concept of the “autopilot” has been introduced to encapsulate this phenomenon. Kahneman has distinguished between two systems in the human brain: System I, which is characterised by intuitive thought, and System II, which is characterised by rational thought. The former is referred to as the “autopilot”, and the latter as the “pilot”. The autopilot system is an implicit, fast-acting process while the pilot aligns with reflective control (Kahneman, 2016, p. 33; Scheier & Held, 2018, pp. 61–63). Kahneman (2016) defines System I as fast thinking and System II as slow thinking. A comparison of the systems with Jung’s theory reveals that System I (the autopilot) can be considered to represent

the collective unconscious as well as the personal unconscious, and System II (the pilot) the personal conscious (Pätzmann & Adamczyk, 2020, p. 3).

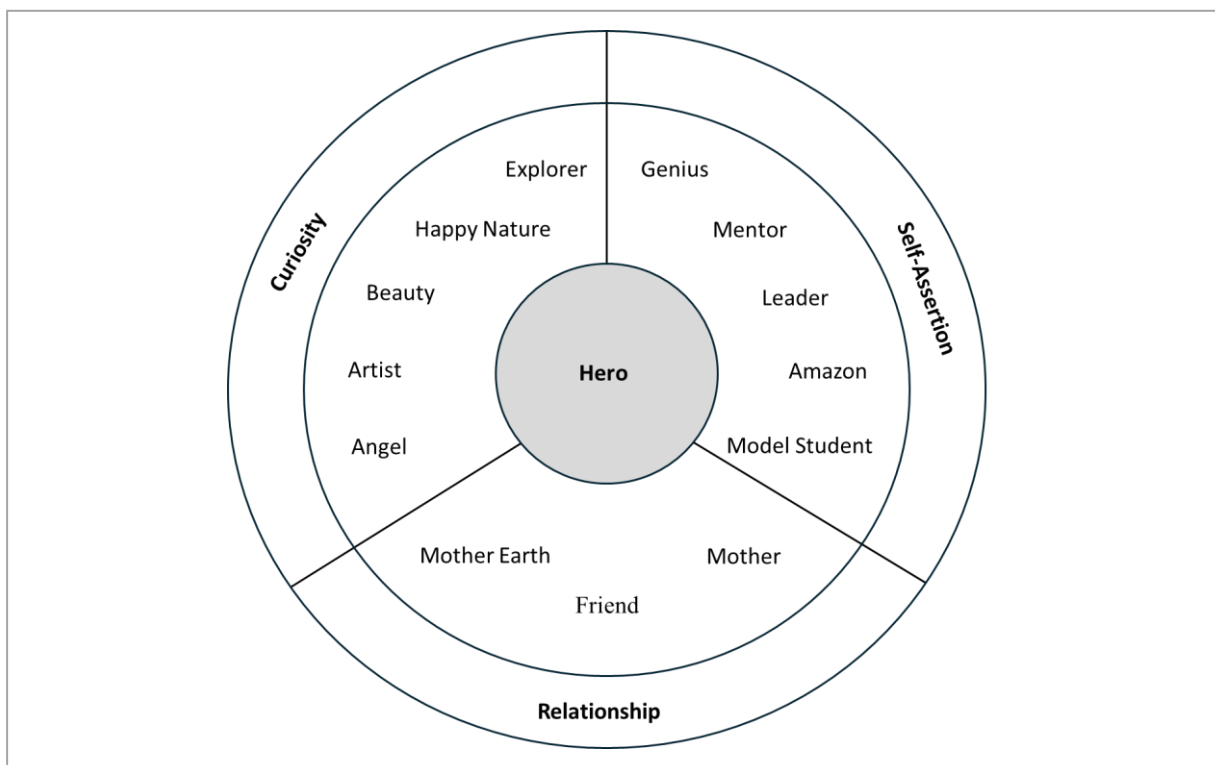
Despite the continued utilisation of Jung's archetype concept, it is imperative to address certain critical points that merit consideration. From the archetype concept's inception, Jung was subject to criticism from Freud and his direct proponents. Critics have asserted that the concept is mystifying and obscures rather than illuminates (Roesler, 2022, pp. 51–52). The concept is located in a transcendental sphere; as such, it cannot be empirically proven (Roesler, 2022, p. 52). Furthermore, Jung has been accused of being close to ultimately fascist thinking with his concept of archetypes due to problematic statements he made during National Socialism (Roesler, 2016, p. 62, 2022, p. 52). The concept of animus and anima is predicated on the assumption that men are lacking in emotionality and women in intellect. In the present age, it is almost unthinkable that women should be denied access to their intellect and men should be denied access to their emotionality (Roesler, 2022, pp. 26–29). In 1949, Adolf Portman (1897-1982) was the foremost biologist interested in Jung's work (Shamdasani, 2003, p. 263). In the course of his presentation, Portman described the archetypal concept as a need of explanation. Moreover, Portman asserted that Jung's work constituted a substantial contribution, providing a novel foundation and depth to the long-standing notion of inherited psychic structures in humans. Portman's critique of the hereditary nature of archetypes emphasises the need for a more nuanced understanding of these concepts (Shamdasani, 2003, pp. 263–267). On the one hand, archetypes are viewed as representing natural, inherited structures, and on the other, they are regarded as habits that are acquired through various social interactions during early development (Shamdasani, 2003, pp. 263–264). Contrary to the assertions of Jung, it has become evident that archetypes are not hereditary but can be acquired through learning, thus becoming manifestations of socio-psychological and cultural-anthropological phenomena (Pätzmann & Adamczyk, 2020, p. 3; Roesler, 2016, p. 203).

### **3.3 The archetypal model of Pätzmann & Hartwig**

In the present age, further development of the archetype concept is required, as well as a more modern perspective. Building on Jung's foundational theory and its reinterpretation through neuropsychological constructs such as System I and System II (Kahneman, 2016), contemporary models seek to operationalise archetypes in applied contexts. One such approach is the archetypal model developed by Pätzmann and Hartwig (2018), which

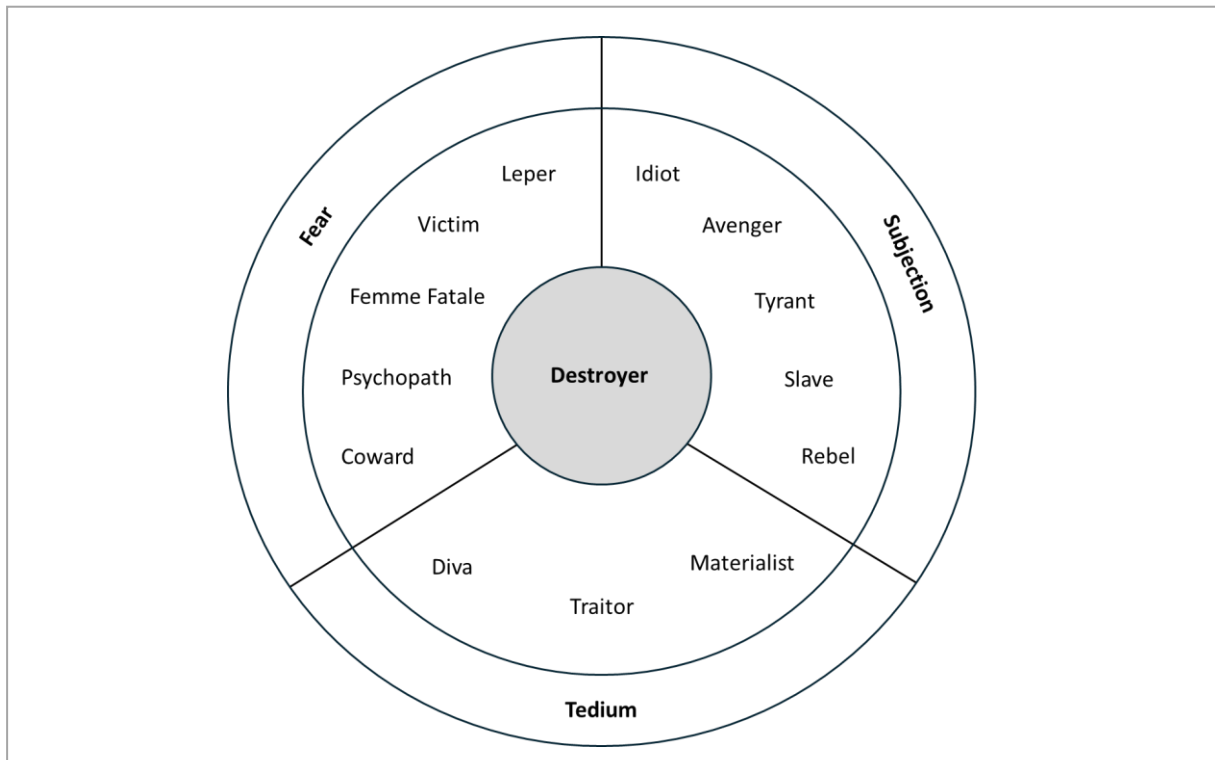
translates Jung’s universal motifs into a structured and measurable framework for understanding emotional brand perception.

Based on an empirical, qualitative and quantitative content analysis of the 50 most famous blockbusters worldwide, Pätzmann and Hartwig (2018) developed an archetypal concept consisting of fourteen archetypes and fourteen corresponding anti-archetypes, which were divided into three groups (Pätzmann & Hartwig, 2018, pp. 5–44). This concept functions to ensure the (conditional) universality of archetypes, even in cases where archetypes are valid on a global scale, characterised by distinct characteristics (Roesler, 2016, p. 205). In contrast to other concepts, female archetypes such as the beauty, the angel, or the mother earth were also included here (Pätzmann & Hartwig, 2018, pp. 7–26). Each archetype is defined by three characteristics (Pätzmann & Hartwig, 2018, pp. 8–44). The archetypes identified by Pätzmann and Hartwig (2018, pp. 7–26) consist of the genius, the mentor, the leader, the amazon, the model student, the mother, the friend, the mother earth, the angel, the artist, the beauty, the happy nature, the explorer and the hero. The employment of motivational endorsers has been demonstrated to facilitate the formation of archetypes into three distinct categories: curiosity, relationship, and self-assertion. The hero occupies a separate position (Pätzmann & Busch, 2019, pp. 3–4).



**Figure 5: Archetypes of the archetypal model by Pätzmann & Hartwig**  
 Source: Own representation based on Pätzmann & Hartwig (2018, p. 8)

In parallel, the authors define anti-archetypes, which reflect motivational barriers such as fear, tedium, and subjection. The anti-archetypes proposed by Pätzmann and Hartwig (Pätzmann & Hartwig, 2018, pp. 26–44) include the idiot, the avenger, the tyrant, the slave, the rebel, the materialist, the traitor, the diva, the coward, the psychopath, the femme fatale, the victim, the leper and the destroyer. In addition to the hero, the destroyer also adopts a distinct function as the archetype’s counterpart (Pätzmann & Busch, 2019, pp. 5–6; Pätzmann & Hartwig, 2018, p. 43).



**Figure 6: Anti-archetypes of the archetypal model by Pätzmann & Hartwig**

Source: Own representation based on Pätzmann & Hartwig (2018, p. 27)

Pätzmann and Busch (2019, pp. 6–7), developed the so-called archetypal motive force field a concept based on the archetypal model by Pätzmann and Hartwig (2018). In this model, the inner circle is comprised of Bischoff’s three motive systems of social motivation: excitement, safety and autonomy (Bischof, 2014, pp. 417–419). The outer circle of the model illustrates the positive and negative characteristics of the respective motivational field and assigns them to the archetypes and anti-archetypes. In this model, the hero archetype and the destroyer anti-archetype occupy a separate position in the middle of the circle, as they influence all three motivational fields (Pätzmann & Busch, 2019, pp. 6–7).

The archetypal model of Pätzmann and Hartwig (2018) provides marketers with a versatile and empirically grounded tool for shaping brand identities and advertising messages. Furthermore, it compensates for weaknesses inherent in subsequent models by integrating both male and female archetypes, for instance. The primary benefits of this approach are its practical applicability, its integration of both archetypes and anti-archetypes, and its foundation in empirical data and psychological theory. Consequently, it provides the theoretical foundation for the subsequent empirical study conducted in this thesis, offering a structural and conceptual framework for examining archetypal effects in brand communication. In particular, the archetypal model by Pätzmann and Hartwig (2018) functions as a typological basis for the categorisation of celebrity traits and the exploration of their impact on brand perception.

### **3.4 Archetypal advertising**

As outlined in preceding chapters, archetypes can serve as a suitable method for investigating the impact of specific personality traits on brand effectiveness. The subsequent section undertakes an examination of the challenges of advertising in the contemporary age, and the opportunities presented by archetypal advertising as a strategic tool in celebrity endorsement.

The strategic placement of a brand constitutes a pivotal and intricate component within the broader context of brand management (Gutjahr, 2019, p. 127). A significant challenge that has emerged is the proliferation of advertising information, which has resulted in a condition of information overload. Consequently, it has become progressively challenging and costly for brands to attract attention through advertising (Gaiser, 2005, pp. 19–20). Another challenge that must be addressed is the increasing individualisation of consumers. The traditional concept of the “standard consumer” has become obsolete, as a result of market segmentation leading to the emergence of a growing number of diverse target demographics (Gaiser, 2005, p. 16). This transition is indicative of a paradigm shift towards a consumer who exhibits a propensity for customisation and personalisation. Furthermore, the process of globalisation has been demonstrated to engender an escalation in the intensity of competition, with the consequence of this being an increase in predatory competition (Gaiser, 2005, p. 16).

A successful advertising strategy for brands may involve the utilisation of archetypes residing in the unconscious mind. It is not necessary for consumers to consciously and cognitively perceive these in order for the intended effect to be achieved (Ritter, 2008, p. 28). This

strategy is of particular relevance within the context of celebrity endorsement. In the contemporary marketing landscape, brands must make a decision that warrants critical consideration. This decision pertains to the selection of specific image motifs or personality traits of endorsers who embody archetypes. Alternatively, brands may elect to become archetypal symbols themselves (Ritter, 2008, p. 45). It is evident that archetypes have already been employed with great success in the domain of brand communication. For instance, the angel archetype, with its innocent, empathic and pure personality traits, was employed by the Landliebe brand (Gutjahr, 2019a, p. 26; Pätzmann & Hartwig, 2018, pp. 8–14). The anti-archetype of the rebel is discernible in the advertising messages of brands such as Harley Davidson, Mini Cooper and Red Bull. The rebel is characterised by anarchistic traits, lateral thinking and a high level of influence (Gutjahr, 2019b, p. 26; Pätzmann & Hartwig, 2018, pp. 27–42). Recent neurobiological research has indicated that an individual's perceived personality may be influenced by the levels of certain neurotransmitters, that are produced (Gutjahr, 2019b, p. 26). To illustrate this theory, the archetype of the femme fatale is employed in the endorsement of a perfume brand, as the scent constitutes the pivotal emotionally effective distinguishing feature. Furthermore, scents or individually divergent scent perceptions are attainable in almost infinite numbers (Gutjahr, 2019a, p. 27). In the domain of endorsement, however, it is notable that not only individuals or the brand itself are portrayed as archetypes; claims, key wordings and tonalities are also depicted (Keller, 2009, pp. 57–58).

However, it is important to recognise that the effectiveness of endorsements that utilise archetypes, like other marketing strategies, is contingent upon the continuity, consistency, integration, simplicity, and clarity of the approach (Ritter, 2008, p. 106). In order to successfully employ archetypes in the context of advertising, it is essential to first define the brand's archetypal positioning. Subsequently, an archetype must be selected that aligns with the brand's identity and is incorporated into the broader brand management strategy. Moreover, it is crucial to recognise the negative aspects of the archetypes discussed in the preceding chapter (Ritter, 2008, pp. 121–122). This knowledge prompts a pertinent question regarding the systematic utilisation of archetypal structures by brands to reinforce perceived personality traits in celebrity figures. This question will be further examined in the subsequent case study.

## 4 Case study

This section presents a comparative case study of two celebrity endorsers, named Jürgen Klopp and George Clooney. Chapter 4.1 examines the American actor George Clooney, while section 4.2 focuses on the German soccer coach Jürgen Klopp. Both celebrities have been involved in endorsements for a considerable time, representing a variety of well-known brands. The ensuing chapters will explore how these personality traits, as perceived by the public, contribute to brand effectiveness and influence consumer perception. In this context, archetypal roles function as an interpretive framework to facilitate a more profound comprehension of their symbolic function within endorsement messages.

### 4.1 George Clooney

George Clooney is one of the most prominent actors, producers and screenwriters in the United States. Since 2008, Clooney has also been a UN Messenger of Peace. In 1994, Clooney achieved his breakthrough role as the lead actor in the television series entitled *Emergency Room*. The commencement of his prosperous career in the cinematic industry was initiated in 1996 with the release of the film "From Dusk Till Dawn" (Vyshnavi & Rehman, 2022).

The selection of George Clooney as the subject of this case study is indicative of his global fame, which is recognised by individuals of all age demographics. The subject's persona is characterised by charm, attractiveness and elegance. As demonstrated by his distinguished endorsement partnership with the Italian luxury coffee brand Nespresso, which has been the subject of his promotional efforts since 2006, these attributes are clearly evident (Gross, 2024). The global endorsement partnership with Clooney resulted in Nespresso's annual revenue increasing from \$1.3 billion in 2006 to \$5.9 billion in 2024 (Arcega-Punzalan, 2025). This premium market positioning enables the brand to achieve higher profit margins and to charge 300% higher prices for its coffee capsules than other conventional coffee products (Arcega-Punzalan, 2025). Recent market research findings indicate that 78% of Nespresso customers associate the brand with the image of George Clooney (Arcega-Punzalan, 2025). In addition to this collaboration, Clooney has established partnerships in various other industries. For instance, automotive, fashion and accessories, food and beverage, financial services, non-profit and charity. At the present time, George Clooney is a celebrity endorser of a total of

three brands from three different industries (Gross, 2024; HORIZONT, 2010; Omaze, 2019). A comprehensive list of all established partnerships, along with the duration of each, can be found in the appendix. In the ensuing analysis, an examination is conducted of George Clooney as an individual, with particular reference to his personality traits and their congruence with the brand. Moreover, an analysis is conducted in order to ascertain which archetype is embodied by the actor, and which archetype is associated with the brand he endorses.

## 4.2 Jürgen Klopp

In the context of celebrity endorsement, Jürgen Klopp offers a particularly pertinent case for the examination of archetypal advertising strategies. As one of the most renowned German soccer players, coaching professionals and current officials. Klopp achieved particular renown during his period as Borussia Dortmund's head coach (2008-2015). In October 2015, Klopp assumed the position of soccer coach at Liverpool FC, a role he would occupy until 2024 (Neveling, 2021, pp. 224–238).

In a survey conducted by YouGov (2020) in Germany, the objective of which was to ascertain the most admired men in the public eye, Jürgen Klopp secured second place, garnering an impressive 10.48% of the total vote. In a ranking of the most perceived celebrities in advertising in 2022, published by Innofact (2022), Jürgen Klopp was positioned ninth with 1.95% of the survey responses. This finding illustrates Klopp's sustained media visibility, broad resonance across demographic groups, and communicative accessibility (Innofact, 2022). The persona, characterised by authenticity, humor, and emotional sincerity, has been strategically employed in advertising to reinforce brand attributes such as trustworthiness, likeability, and credibility. Endorsement campaigns have been observed in a diverse range of sectors, including automotive, sporting goods, food and beverage, personal care, media and entertainment, financial services, travel and hospitality, construction and tools (Marx, 2025). His most renowned partnership was with the automotive manufacturer Opel from 2012 to 2023 (Sommer, 2024). At the present time, Jürgen Klopp is a celebrity endorser of a total of eight brands from six different industries (Bühler, 2024; Bundesverband der Deutschen Volksbanken und Raiffeisenbanken, 2012; Jones, 2024; Marx, 2025; Mnyamana, 2024; Moritz, 2020; Peleton, 2023; Pott, 2022; Priglmeir, 2024). A comprehensive list of all established partnerships, along with the duration of each, can be found in the appendix. However, the various brand collaborations adopt different approaches and pursue different

goals (Marx, 2025). The present analysis aims to explore how Klopp's public persona aligns with specific archetypal characteristics, and how this symbolic positioning contributes to the emotional and cognitive perception of associated brands.

# 5 Empirical Research

The subsequent chapter will provide an insight into the research design of the thesis, as well as the final research findings and the concluding comparison of George Clooney and Jürgen Klopp. In chapter 5.1, the research methodology is presented, along with a detailed exposition of the research design. This includes an explanation of the qualitative content analysis and the quantitative online survey that was used in the study. The following chapter, 5.2, presents the research findings. In this section, the results from the QCAMap analysis and the survey are analysed, and the five assumptions are answered. In summary, chapter 5.3 undertakes a comparative analysis of the results obtained by the two celebrity endorsers, George Clooney and Jürgen Klopp. The research findings have enabled the two celebrities to be assigned their corresponding archetypes. The final stage of the research involves an examination of whether there is a brand celebrity match and an archetype fit.

## 5.1 Research design

In the design of the research, a mixed-method approach was selected following an exploratory sequential design. Mixed methods combine both, qualitative and quantitative research approaches (Bell, Bryman, & Harley, 2019, pp. 568–574). Initially, a qualitative content analysis was conducted, followed by the administration of a quantitative online survey. Section 5.1.1 provides a detailed exposition of classical qualitative content analysis, while Section 5.1.2 offers a comprehensive overview of the quantitative online survey. The allocation of archetypes is made on the basis of responses to the questionnaire and the findings from the content analysis.

### 5.1.1 Classical qualitative content analysis

Classical qualitative content analysis is an approach to documents that is characterised by its emphasis on the role of the investigator in the construction of meaning in texts. The focus is directed towards the identification of categories within the data, and the subsequent acknowledgement of their significance in facilitating comprehension of the context in which an analysed item is situated (Bell et al., 2019, p. 595). The present study examined the content of 40 interviews, articles and press releases of the two celebrity endorsers George Clooney and Jürgen Klopp. Furthermore, a range of additional sources were included, such as

interviews, statements and articles, which, according to McCracken’s Meaning Transfer Model (1986, 1989), do not directly refer to the advertising partnerships of the celebrities. Instead, they refer to the characteristics of the celebrities which are then transferred to the advertised product, subsequently influencing the perception of the brand. The content was then coded using QCAMap and deductive coding. Deductive coding involves applying a predetermined list of codes to qualitative data generated by the researcher. The codes emerge from the theory, for example from the source attractiveness model (McGuire, 1985) and the source credibility model (Hovland & Weiss, 1951), prior to the analysis and collection of the data (Saldaña, 2021, p. 219). With regard the category assignment, a nominal category system was selected. The system is distinguished by a list of independent categories (Mayring, 2021, p. 92). In accordance with the five assumptions delineated, four research questions for analysis were formulated in QCAMap. Research question one (RQ1) pertains to assumption one, while research question two (RQ2) relates to assumption two. The third research question (RQ3) refers to assumptions three and four. Finally, research question four (RQ4), which describes the fit between a brand and the celebrity, concerns to assumption five. However, it should be noted that research question four cannot be considered in complete isolation, as it is also dependent on the other three research questions and the dimensions of attractiveness (RQ1), likeability (RQ2) and trustworthiness (RQ3). In this context, the fourth research question functions also as an overarching category, thereby demonstrating the extent to which these personality traits correspond with the brand identity. The following tables present the coding frameworks of the research questions, along with their corresponding categories and coding rules, as they were created in QCAMap.

***RQ1:** To what extent does the perceived attractiveness of a celebrity influence the effectiveness of the endorsement?*

<b>Description</b>	This research question captures all statements that reflect the celebrity’s attractiveness – such as physical appearance, charisma and presence, and lifestyle appeal – as expressed in text-based portrayals, including interviews, press articles, and editorial or brand-related content.
<b>Coding unit</b>	Phrase or clause (word sequences)
<b>Context unit</b>	The entire interview, article or press release
<b>Number of documents</b>	40

**Table 1: RQ1 – Coding framework**  
Source: Own representation, 2025, N=40

The coding framework utilised for all other research questions is identical. The only difference is in the descriptions. The definitions of the categories for research question one in QCAMap are provided below. A comprehensive documentation of the coding rules for all research questions and categories can be found in the appendix.

Category	Definition
<b>RQ1-1: Physical appearance</b>	Refers to the celebrity’s physical features, grooming, or visual style, as perceived in any public context, that contribute to their public appeal and enhance brand association.
<b>RQ1-2: Charisma and presence</b>	Refers to the celebrity’s charm, energy, or stage presence, as perceived in any public context, that captivates attention and may strengthen public engagement or reinforce brand perception.
<b>RQ1-3: Lifestyle appeal</b>	Refers to admiration for the celebrity’s lifestyle, routines, or social identity, as presented in campaigns, interviews, or media, that aligns with or enhances the brand’s aspirational image and market positioning.

**Table 2: RQ1 – Category system**

Source: Own representation

*RQ2: To what extent does the likeability of a celebrity influence consumers’ perception of the endorsed brand?*

The research question was defined in QCAMap as follows: This research question captures all statements that reflect the celebrity’s likeability – such as humor and self-irony, empathy and warmth, social relatability, authenticity, social influence and expertise – as expressed in text-based portrayals, including interviews, press articles, and editorial or brand-related content. The definitions of the categories for research question two in QCAMap are provided below.

Category	Definition
<b>RQ2-1: Humor and self-irony</b>	Refers to a celebrity’s use of humor, wit, or self-deprecating remarks in public appearances, interviews, or campaigns, which fosters emotional closeness and a favorable perception.
<b>RQ2-2: Empathy and warmth</b>	Refers to expressions of kindness, emotional authenticity, or personal warmth conveyed in interviews, campaigns, or media portrayals that enhance the celebrity’s emotional appeal.
<b>RQ2-3: Social relatability</b>	Refers to the perceived groundedness or relatability of the celebrity as shown through interviews, everyday behaviour, or media portrayals that promote audience identification.

<b>RQ2-4: Authenticity</b>	Refers to the perceived sincerity, integrity, and consistency of the celebrity’s personality or behaviour in public life, which strengthens trust in the associated brand.
<b>RQ2-5: Social influence</b>	Refers to the celebrity’s societal impact through advocacy, philanthropy, or value-driven public behaviour, which contributes to a positive brand association.
<b>RQ2-6: Expertise</b>	Refers to the celebrity’s professional knowledge, experience, or domain-specific competence as portrayed in interviews, campaigns, or public discourse.

**Table 3: RQ2 – Category system**

Source: Own representation

***RQ3:** How does the exclusivity of a celebrity endorsement partnership, compared to multiple brand endorsements, influence the perceived trustworthiness and credibility of the brand?*

The research question was defined in QCAMap as follows: This research question captures all statements that reflect the celebrity’s credibility – such as consistency and integrity, overexposure, competing endorsements, trustworthiness, and criticism and controversy – as expressed in text-based portrayals, including interviews, press articles, and editorial or brand-related content. The definitions of the categories for research question three in QCAMap are provided below.

<b>Category</b>	<b>Definition</b>
<b>RQ3-1: Consistency and integrity</b>	Refers to value-based, long-term collaboration or brand loyalty of the celebrity, as demonstrated through consistent endorsement behaviour, principled public image, or enduring partnerships that enhance perceived credibility.
<b>RQ3-2: Overexposure</b>	Refers to the potential loss of credibility or authenticity when a celebrity frequently appears in numerous advertising campaigns or endorses multiple unrelated brands, making their endorsements appear less selective or sincere.
<b>RQ3-3: Competing endorsements</b>	Refers to cases in which a celebrity endorses multiple brands within the same product category, potentially causing confusion among audiences or diminishing the credibility and trust associated with each individual brand.
<b>RQ3-4: Trustworthiness</b>	Refers to the perceived honesty, ethical behavior, and moral consistency of the celebrity in any public context – including interviews, public appearances, or media portrayals – that may enhance the credibility and trustworthiness of associated brands.

<b>RQ3-5: Criticism and controversy</b>	Refers to explicit criticism or public backlash against the celebrity's endorsement behaviour or public image, especially when perceived as lacking authenticity, consistency, or credibility – regardless of whether the critique occurs directly in an advertising context or in broader media portrayals.
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**Table 4: RQ3 – Category system**

Source: Own representation

***RQ4:** To what extent does a strong match between a brand's personality and a celebrity's personality increase brand trust?*

The research question was defined in QCAMap as follows: This research question captures all statements that reflect the perceived fit between the celebrity and the brand – such as value alignment, tone and lifestyle fit, and role congruence – as expressed in text-based portrayals, including interviews, press articles, and editorial or brand-related content. The definitions of the categories for research question four in QCAMap are provided below.

<b>Category</b>	<b>Definition</b>
<b>RQ4-1: Value alignment</b>	Refers to the degree to which the celebrity's values (e.g., sustainability, social awareness, creativity) align with the brand, as shown in public discourse, interviews, campaigns, or media portrayals.
<b>RQ4-2: Tone and lifestyle fit</b>	Refers to the harmony between the celebrity's image, lifestyle, or public tone and the brand's visual identity, emotional tone, or lifestyle positioning.
<b>RQ4-3: Role congruence</b>	Refers to the fit between the celebrity's profession, public persona, or domain expertise and the endorsed product or service category, enhancing perceived legitimacy and message credibility.

**Table 5: RQ4 – Category system**

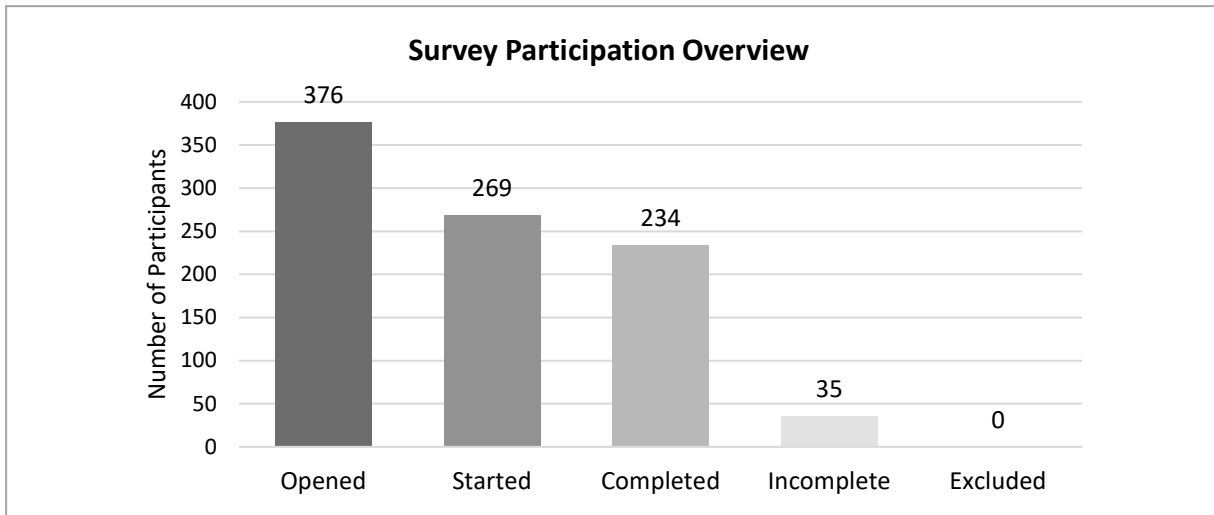
Source: Own representation

Following these coding guidelines and category systems, the available documents were coded and interpreted in relation to the five assumptions.

### **5.1.2 Quantitative online survey**

As part of the empirical research design, a quantitative online survey was conducted to complement the qualitative content analysis (QCAMap) and test its findings on a broader, more diverse sample. While the qualitative analysis focused on systematically examining how George Clooney and Jürgen Klopp were portrayed as celebrity endorsers, the quantitative

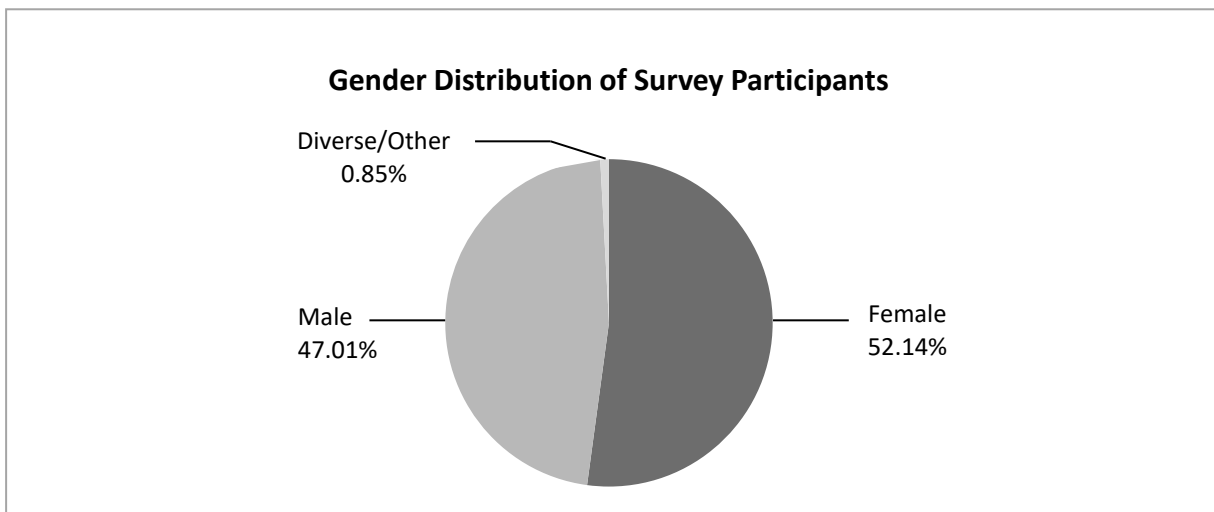
analysis aimed to examine how actual consumers perceived and evaluated these portrayals. The central objective was to explore the extent to which specific celebrity personality traits contribute to a strong perceived fit with a brand's values, thereby enhancing the effectiveness of celebrity endorsement in relation to the research question. The online survey, created using UmfrageOnline (2007), was accessible from 6 to 15 July 2025. It was distributed via Instagram, WhatsApp, LinkedIn, email, personal contacts, and SurveyCircle. The questionnaire comprised sixteen questions, structured into thematic blocks aligned with the overarching research objectives. Participants were initially asked if they had ever purchased a product as a result of celebrity endorsement, and if so, to specify the product category (e.g. food and beverages, services, fashion, or technology). Subsequently, participants evaluated two celebrity endorsers: Jürgen Klopp and George Clooney. Participants were asked to indicate whether they recognised the celebrity and to assess six personality traits (attractive, likeable, humorous, authentic, trustworthy and competent) on a 5-point Likert scale. They were also asked to rate the fit between the celebrity and selected brands based on values, image and personality. This was followed by questions about which of the two celebrities would be more likely to influence participants' purchasing decisions. Five statements reflecting the assumptions of the study and theory (e.g. the effects of attractiveness, sympathy, exclusivity and value alignment) were then presented, and participants rated their agreement with these statements using a 5-point Likert scale. The questionnaire concluded with demographic questions on age and gender. In total, 376 individuals accessed the survey, 269 of whom began responding, and 234 of which completed the questionnaire in full. No speeders or bad respondents were identified or excluded from the final sample. The following evaluations and analyses refer exclusively to the final sample (N=234).



**Figure 7: Overview of survey participation**

Source: Own research, 2025, N=376

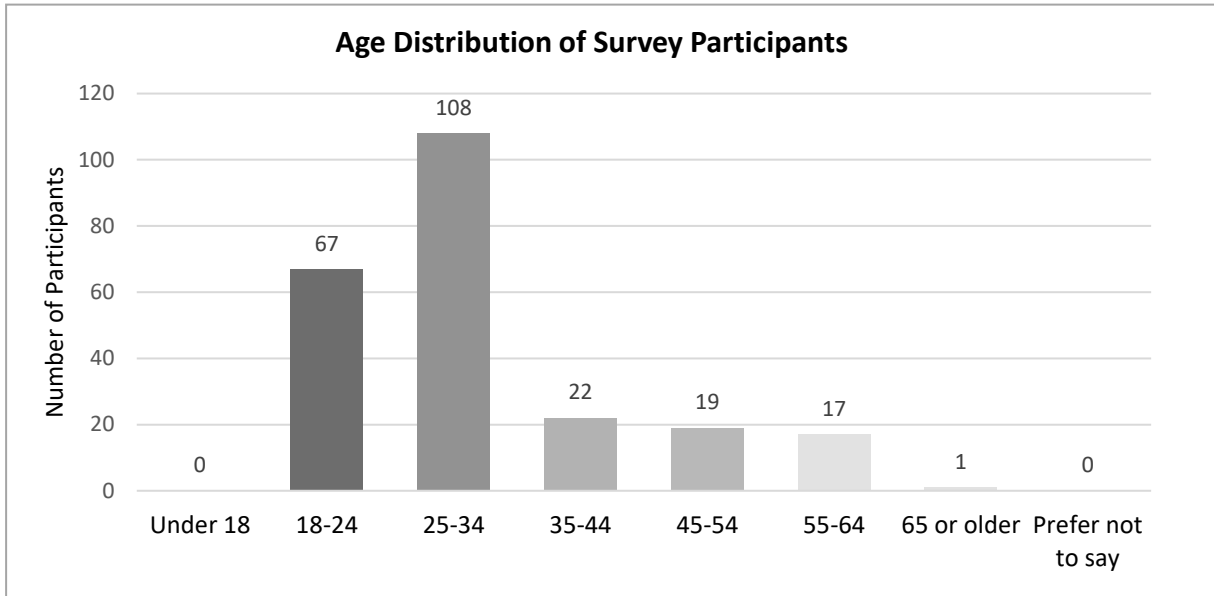
The gender distribution within the final sample (N=234) was relatively balanced. A total of 52.14% identified as female (n=122), while 47.01% identified as male (n=110). This resulted in almost equal representation of women and men. Additionally, 0.85% (n=2) selected “diverse/other”.



**Figure 8: Gender distribution of survey participants**

Source: Own research, 2025, N=234

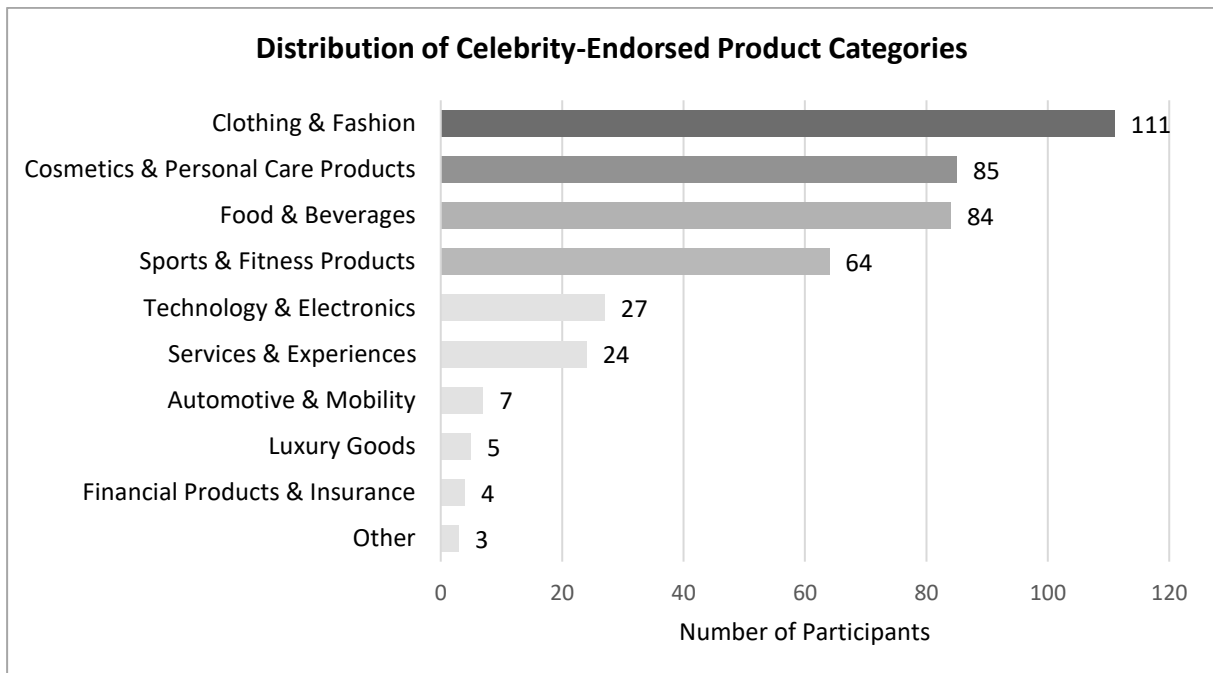
The survey included the age groups shown in Figure 8 (N=234). Participants’ ages ranged from 18 to over 65, with the largest groups being aged 18–24 (n=67) and 25–34 (n=108).



**Figure 9: Age distribution of survey participants**

Source: Own research, 2025, N=234

A total of nine product categories were presented, along with a free-text option. Only participants who answered “Yes” to the previous question, ‘Have you ever purchased a product because it was endorsed by a celebrity?’, were able to respond (n=175). This multiple-choice question resulted in 414 responses in total. The top three categories were clothing and fashion, cosmetics and personal care products, and food and beverages.



**Figure 10: Distribution of celebrity-endorsed product categories**

Source: Own research, 2025, n=175

Before chapter 5.2 presents the research results relating to the theoretical assumptions, it should be noted that 222 participants stated that they knew George Clooney, and five replied that they were unsure. 209 out of 234 participants said they were familiar with Jürgen Klopp, while six said they were unsure. This provides a relatively balanced basis for comparing the two celebrities. Only participants who answered “Yes” or “Not sure” were shown the subsequent questions about the respective celebrity. This included 227 participants for George Clooney and 215 participants for Jürgen Klopp. Those who responded “No” were directed to the section on general perceptions of celebrity endorsements. This ensured that trait evaluations were only provided by participants who were aware of the celebrity, thus increasing the validity of the responses.

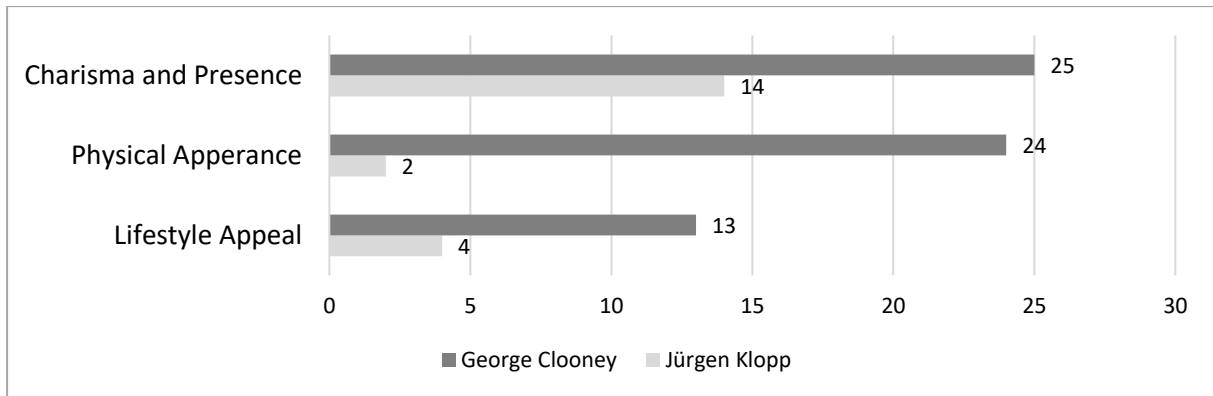
## **5.2 Research results**

The following chapter presents the empirical findings of this study, drawing on the research methods outlined in chapter 5.1, namely classical qualitative content analysis and quantitative online survey. The objective is to examine whether the theoretical assumptions can be supported or refuted based on the collected data. The results of the online survey presented in chapter 5.1.2 form the basis of the subsequent analysis and interpretation.

### **5.2.1 A1 / RQ1 celebrity attractiveness**

*A1: The attractiveness of a celebrity will positively influence the effectiveness of the celebrity endorsement.*

The assumption underpinning the research question one was derived in QCAMap and categorised into three subcategories, as described earlier. In order to guarantee the reliability and consistency of the coding process, an intra-coder reliability test was conducted. The following classification was applied to evaluate the quality of the coding results: agreement rate of less than 70% was considered poor; between 70% and 79% moderate; between 80% and 89% good; and 90% or higher excellent (Miles & Huberman, 1994, p. 64). The intra-coder agreement was then calculated based on two criteria: adequate overlap of marked passages and sufficiently similar category assignment. The values obtained for both criteria exceeded 90%. Following the reliability assessment, the analysis proceeds with an examination of the distribution of categories coded for RQ1 across the material. Figure 11 shows the frequency with which each RQ1 category was assigned to George Clooney and Jürgen Klopp based on qualitative content analysis.



**Figure 11: Frequency distribution of RQ1 categories**

Source: Own research based on QCAMap coding results, 2025, n=82

In addition to the absolute frequencies, the results are also presented as relative percentages to facilitate a clearer comparison between the two celebrities. For both George Clooney and Jürgen Klopp, the most frequently assigned category under RQ is charisma and presence. This category was coded 25 times for Clooney (40.32%) and 14 times for Klopp (70.00%). In Clooney’s case, physical appearance was the second most prominent dimension, accounting for 38.71% of his total coding. By contrast, for Klopp, this dimension was only mentioned on two occasions, accounting for a mere 10.00% of his total coding. Lifestyle appeal emerged as the least prevalent subcategory for Clooney, with 20.97%. For Klopp, it was coded four times, twice the frequency of his physical appearance, resulting in a share of 20.00%. These findings provide initial insights into how the attractiveness of each celebrity is perceived and how it may influence the effectiveness of the endorsement.

The prevailing category of charisma and presence underscores that the perceived attractiveness of a celebrity is not exclusively dependent on their physical appearance, but rather on their stage presence in a public context. In the case of George Clooney, these characteristics are expressed through his international fame, charm, popularity and relaxed, confident charisma. As one article notes: *‘Thanks to the global reach of his movies and public persona, Clooney’s image transcends specific markets’* (Orlandi, 2024). Another pertinent example is: *‘Nespresso has skillfully used Clooney’s charm to create humorous, relatable, and memorable campaigns that entertain and reinforce Nespresso’s message of sophisticated enjoyment.’* (Orlandi, 2024). Furthermore, it is strategically employed in their advertising to enhance the effectiveness of the endorsement. In the case of Jürgen Klopp, the category is expressed through his likeable, charismatic and humorous appearance. Klopp is a renowned soccer coach with a global reputation for providing entertainment. The impact on brand

perception is illustrated by the following quote: *'Charismatic, likeable and entertaining, Jürgen Klopp has shaped the Opel brand image'* (Seegers, 2019). In order to transfer their values, brands utilise this perception, thereby portraying themselves as down-to-earth and ensuring that their endorsement is more effective.

It is evident that George Clooney's physical appearance exudes an aura of sophistication, sensuality and desirability, thereby establishing a dominant presence. Within the context of popular culture, Clooney is widely regarded as a prominent figure, often referred to as a "heartthrob" and a "style icon". The appearance has been described as *'elegant and classy'* (Orlandi, 2024) and as that of the *'most gracefully ageing Hollywood star'* (GQ.de, 2014). Clooney's physical appearance and sense of style are highlighted in promotional campaigns, which aim to project a masculine archetype that is both aspirational and relatable. This approach is in marked contrast to that of Jürgen Klopp, for whom only two text passages could be assigned to this category. This observation suggests that physical appearance is of minimal importance to Jürgen Klopp, and that his involvement in advertising is driven by factors other than his physical attractiveness.

The lifestyle appeal of Clooney can be attributed to two key components. The subject's lifestyle is characterised by elegance, glamour and luxury. One author writes about his Nespresso endorsement: *'This pairing of coffee with Clooney was highly successful; it imbued the brand with attributes such as cosmopolitan, sophisticated, and seductive.'* (Unkelbach & Högden, 2019). The Swiss luxury watch manufacturer Omega is also capitalising on this lifestyle appeal. Nevertheless, appearances in casual settings have also been observed. For instance *'after a softball game in Central Park, Clooney attended the unveiling of his portrait at legendary restaurant Sardi's'* (Cox, 2025). Furthermore, Clooney's endorsement of a product has been shown to influence consumers, prompting them to associate the lifestyle he embodies with the product in question. This transfer has been shown to enhance the brand's image, thereby increasing the persuasiveness and memorability of the advertisement. Jürgen Klopp's lifestyle is characterised by his sporting activities. He is regarded as a *'role model for an active lifestyle'* (Marx, 2025). In view of the limited number of suitable textual passages identified in this context, it can be deduced that the lifestyle appeal does not constitute the primary reason for his utilisation as a celebrity endorser. Table 6 shows the anchor examples for each subcategory and presents a comparison of statements relating to George Clooney and Jürgen Klopp.

Category	Anchor examples George Clooney	Anchor examples Jürgen Klopp
<b>RQ1-1:</b> <b>Physical appearance</b>	<i>'Elegance and class have certainly contributed to the success of this pairing.'</i> (Orlandi, 2024)	<i>'[...] a style role model off the pitch. He shaped the sporty and elegant clothing line with the "Managers Collection" from New Balance [...]'</i> (Marx, 2025)
<b>RQ1-2:</b> <b>Charisma and presence</b>	<i>'Nespresso has skilfully used Clooney's charm to create humorous, relatable, and memorable campaigns that entertain and reinforce Nespresso's message of sophisticated enjoyment.'</i> (Orlandi, 2024)	<i>'Charismatic, likeable and entertaining, Jürgen Klopp has shaped the Opel brand image already for seven years.'</i> (Seegers, 2019)
<b>RQ1-3:</b> <b>Lifestyle appeal</b>	<i>'This pairing of coffee with Clooney was highly successful; it imbued the brand with attributes such as cosmopolitan, sophisticated, and seductive [...]'</i> (Unkelbach & Högden, 2019)	<i>'Klopp's energy and enthusiasm for sport are clear to see. This portrays him as dynamic and reinforces his image as a role model for an active lifestyle.'</i> (Marx, 2025)

**Table 6: Anchor examples regarding A1 / RQ1**

Source: Own research, 2025, N=40

The quantitative results clearly support the qualitative findings from the content analysis with respect to research question one (RQ1) and its subcategories. In the survey, participants were asked to rate the attractiveness of George Clooney and Jürgen Klopp using a 5-point Likert scale, where 1 meant 'Does not apply at all' and 5 meant 'Fully applies'. Participants rated Clooney as more attractive than Klopp. While 86.78% of respondents found Clooney attractive, fewer than half (42.79%) found Klopp attractive. A significant proportion of respondents (35.35%) evaluated Klopp's physical attractiveness as neutral, compared to 10.13% for Clooney. These findings highlight the qualitative observation that Clooney's endorsement appeal is strongly linked to his elegant and desirable appearance, whereas Klopp's physical appearance plays only a minor role in his endorsement effectiveness. This discrepancy is also reflected in the overall ratings: The mean rating for Clooney was significantly higher than for Klopp (4.29 vs. 3.23). The reduced standard deviation observed in Clooney's case indicates a high degree of consensus among participants, while the greater variability in Klopp's ratings suggests that his physical attractiveness is perceived more variably. In addition to the celebrity-specific questions, respondents were asked to indicate their level of agreement with the following general statement: *'An endorsement is particularly effective when the celebrity is perceived as attractive'*. Across the entire sample (N=234), 87.60% agreed with this statement, 3.84% disagreed, and 8.55% selected a neutral response.

These results confirm that attractiveness is widely perceived as a relevant factor in the effectiveness of celebrity endorsements. These findings are supported by the source attractiveness model (McGuire, 1985), which emphasises the close correlation between a celebrity's perceived attractiveness and their persuasive impact. In this context, attractiveness encompasses not only physical appearance, but also elements such as charisma, presence and lifestyle appeal. George Clooney's consistently high attractiveness ratings, alongside Jürgen Klopp's more mixed but still partially positive perceptions, demonstrate that attractiveness is perceived in multidimensional terms. While Clooney's appeal is largely driven by his physical appearance and refined presence, Klopp's attractiveness is more strongly linked to charisma and relatability. Overall agreement with the theoretical statement across the sample further suggests that perceived attractiveness meaningfully contributes to endorsement effectiveness, thereby aligning with theory and empirical evidence.

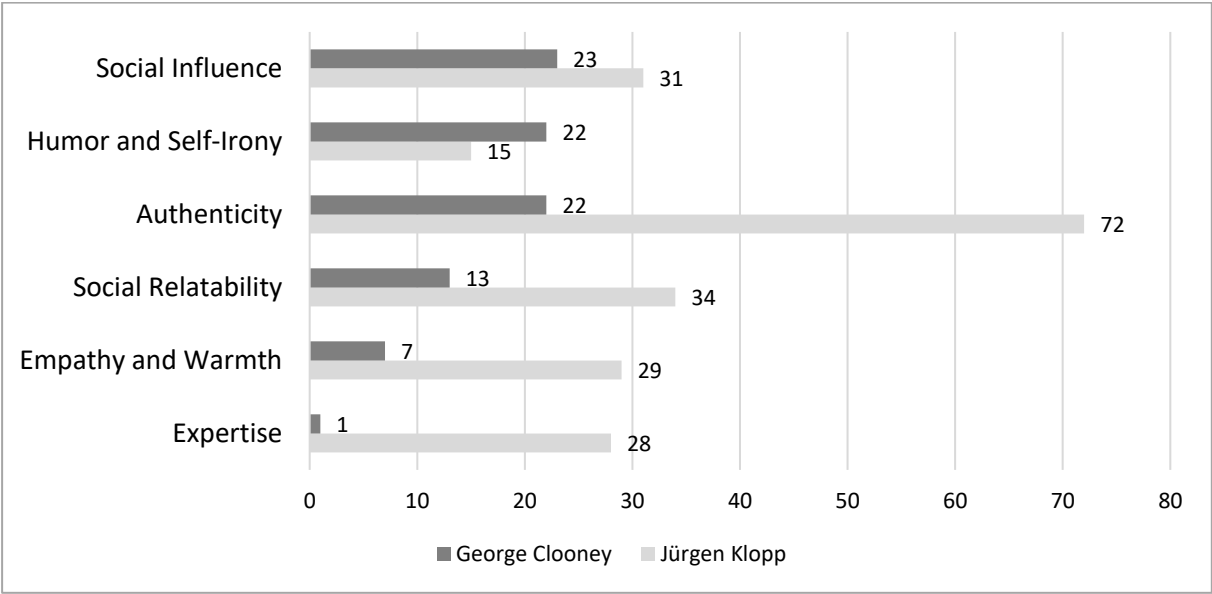
The findings of the qualitative content analysis and the quantitative survey are consistent in confirming the source attractiveness model (McGuire, 1985), which states that perceived attractiveness — whether in the form of physical appearance, charisma and presence, or lifestyle appeal — plays a decisive role in the effectiveness of celebrity endorsement. This is supported by the high attractiveness ratings for George Clooney, the mixed but largely positive perception of Jürgen Klopp, and the strong agreement with the theoretical statement. Assumption A1 is therefore confirmed, indicating that more attractive endorsers are likely to generate stronger, more positive consumer responses towards the endorsed brand. RQ1 can therefore be answered in the affirmative: *Attractiveness is a key factor in enhancing the effectiveness of celebrity endorsements.*

### **5.2.2 A2 / RQ2 celebrity likeability**

*A2: The likeability of a celebrity will positively influence the effectiveness of the celebrity endorsement.*

The assumption underpinning the research question two was derived in QCAMap and categorised into six subcategories, as described earlier. The intra-coder reliability test demonstrated a high level of consistency between the two coding rounds. The agreement rates for sufficient overlap of marked passages and sufficient categorisation similarity were 89.5% and 92.93%, respectively. The first value is considered good and while the second is

considered excellent. Figure 12 shows how often each RQ2 category was assigned to George Clooney and Jürgen Klopp based on qualitative content analysis.



**Figure 12: Frequency distribution of RQ2 categories**  
 Source: Own research based on QCAMap coding results, 2025, n=297

The relative frequencies were also utilised for research question two to enhance the comparability of the results. For Klopp, the most prominent category was authenticity (34.45%), followed by social relatability (16.27%) and social influence (14.83%). empathy and warmth were also found to be significant factors (13.88%), while humor and self-irony accounted for 7.18%. In contrast, the most frequently coded category for Clooney was social influence (26.14%) closely followed by humor and self-irony (25.00%) and authenticity (25.00%). In Clooney’s coding, the category of social relatability accounted for 14.77% of the total, while empathy and warmth represented 7.95%. In the case of Klopp, expertise was found to be a significant factor (13.40%), while in the case of Clooney, this factor was found to be almost non-existent (1.14%).

Evidence suggests that George Clooney exerts a significant degree of social influence. In collaboration with his wife Amal, a human rights lawyer, he engages in advocacy for human rights and environmental protection. Moreover, he serves as a United Nations ambassador and is the founder of the "Clooney Foundation for Justice." As one author observes, *‘He is also regarded as the conscience of the film industry, an environment not known for its down-to-earth attitude. Whether as a political activist or a union member of the actors’ guild, Clooney is a man of action.’* (Von Arx, 2023). In this context, brands leverage his social influence to

establish trust and provide a platform for positive change. To illustrate this point, the following example is provided: *'His commitment to environmental causes helps counter previous criticism of Nestlé's environmental record and suggests a genuine effort for positive change.'* (Orlandi, 2024). Clooney's credibility as a politically and socially engaged individual can assist brands in appearing more conscientious, responsible and trustworthy in the perception of the public. It is evident that Jürgen Klopp exerts considerable social influence. Klopp is widely regarded as a motivator, optimist and soccer ambassador. He has even been described as a *'behavioural idol'* (Sporthilfe United, 2021) in the public eye, highlighting his role as a moral role model beyond the sports arena. In addition, Klopp is an *'avowed evangelical Christian and brand ambassador for the "Respekt!"-There is no place for racism.'* (Schröter, 2024), which further reinforces his commitment to social values and ethical conduct. Klopp's active involvement in initiatives such as the Germany United campaign further underscores his credibility and social engagement. For brands, aligning with such socially conscious public figures enables them to communicate shared values such as respect, unity, and inclusion, thereby strengthening consumer trust and enhancing the effectiveness of celebrity endorsements.

The subsequent category to be analysed is humor and self-irony, which occurs with equal frequency to authenticity in Clooney's coding. He is consistently portrayed as an individual who does not take himself too seriously and is capable of self-irony. In a press release regarding his collaboration with Warburtons, Clooney remarked: *'It's not every day your call is turned down for a slice of toast, but needless to say I had a lot of fun filming this spot.'* (Clooney, 2021). Humor is also present in Clooney's private life. Reflecting on the first encounter with Amal, Clooney explained: *'I didn't know if she wanted to go out with me, because I was seventeen years older than her. So, I sent her emails on behalf of my dog Einstein, who claimed he was being held hostage and needed a lawyer.'* (Clooney, 2023). Brands strategically utilise Clooney's humorous persona in their campaigns, employing a light-hearted and entertaining approach that leaves a lasting impression on consumers. Self-deprecating humor has played a central role in advertising collaborations with Nespresso, Warburtons, and Martini. This approach, characterised by its humorous nature, serves to humanise the figure of the celebrity, thereby enhancing brand likability and improving the effectiveness of the endorsement. For Klopp, this category accounts for a mere 7.18% of all codings related to research question two, indicating that humor and self-irony play only a minor role in the effectiveness of brand endorsements involving Klopp. Although Klopp's

sense of humor is occasionally revealed in interviews, it is not a primary focus in advertising campaigns. During a discussion regarding his collaboration with Erdinger, he made a humorous comment about his professional future: *'I'm not retired, I'm just taking a break.'* (Klopp, 2024). This kind of subtle humor is indicative of his approachable personality; however, it is rarely strategically leveraged by brands as a key element in their messaging.

Authenticity is also a significant aspect of Clooney's brand communication. He is consistently portrayed as honest, grounded, and self-aware. In interviews, he acknowledges his privileged position, often attributing his success to luck. For instance, he states: *'Having grown up working on a tobacco farm from the age of 12, I am acutely aware of the complex issues surrounding farming and child labour'* (Clooney, 2020). Statements of this nature serve to enhance Clooney's credibility and authenticity as a celebrity endorser for Nespresso. It is also noteworthy that Clooney has publicly addressed concerns regarding the company, demonstrating a willingness to speak out rather than remain silent. Nespresso, in turn, benefits from this alignment, as Clooney's authenticity reinforces the brand's ethical positioning and builds trust with socially conscious consumers. Authenticity is by far the most dominant category in Klopp's RQ2 codings. His advertising partnerships are frequently anchored in personal anecdotes or biographical elements that serve to enhance perceived genuineness. For instance, Klopp notes that he has used Nivea products since childhood, his grandparents owned a brewery, his father worked for a dowel manufacturer, and his family regularly consumed Snickers. Numerous other statements of this nature have been documented. A plethora of articles have been published which describe him as approachable, likeable, and trustworthy. These articles frequently draw comparisons between him and his soccer career and leadership style. One such quotation is as follows: *'You are responsible for your own success. Be authentic and honest. You can inspire everyone if you live for the cause yourself.'* (Klopp, 2019). Brands have successfully recognised and utilised these characteristics to create authentic and effective advertising messages that resonate particularly well with soccer fans.

Social relatability, as measured by George Clooney's analysis, accounts for 14.77% of his codings under RQ2. Clooney appeared in a variety of formats, including behind-the-scenes footage, question-and-answer sessions, and features that offer a glimpse into his daily life. Furthermore, his relatability is reflected on a personal level through remarks such as, *'I did six kilos of laundry, cleaning and dishes a day.'* (Clooney, 2022). Statements of this kind serve to reinforce the image he portrays of being approachable and grounded. However, brands

themselves do not place a strategic emphasis on social relatability in their advertising campaigns with Clooney. In the case of Jürgen Klopp, social relatability emerges as the second most prominent category under RQ2. While this result is only marginally more prevalent than in Clooney's case, this should not be interpreted as a sign of lesser relevance in brand communication. Instead, it is characterised by a relatively balanced distribution across subcategories, with the exception of authenticity, which maintains its dominant status. One of the most notable claims associated with Klopp, and one that is frequently employed by commercial entities, is that of *'the normal one'*. This persona reflects *'the image of the down-to-earth, humorous soccer coach'* (Marx, 2025), as illustrated in Opel's advertising campaign. His approachability and *'uncomplicated lifestyle'* (Marx, 2025) frequently mentioned. Volksbanken Raiffeisenbanken have even gone so far as to state: *'but for us, he is much more than that: one of us.'* (Volksbanken Raiffeisenbanken, 2012). A comparable approach to messaging can be observed in the campaigns initiated by Erdinger, Warsteiner, and Fischer. The findings of this research suggest that the effectiveness of Klopp's endorsements is significantly influenced by the level of social relatability expressed by the brand. The analysis indicates that this enhanced relatability can contribute to an increased perception of personability, accessibility, and alignment with everyday values among consumers.

Empathy and warmth are only infrequently conveyed in Clooney's public appearances and endorsements. This finding suggests that this category is not used as a primary focus in the celebrity endorsement with Clooney and plays more of a supporting role. One such example is Nespresso's Empty Cup Campaign: *'The new campaign, entitled 'The Empty Cup', features brand ambassador George Clooney holding an empty coffee cup to symbolise the risks faced by many coffee farmers around the world.'* (Forum Nachhaltig Wirtschaften, 2022). This initiative subtly associates Clooney with global empathy and warmth, while maintaining the focus on his broader image. For Klopp, the frequency of the category in his coding falls in the midfield; however, in relative comparison with Clooney, empathy and warmth were coded almost twice as often. While this dimension does not constitute the primary focus of his brand communication, it is implicitly conveyed through references to his soccer career and leadership style. Klopp is frequently described as a *'master coach'*, *'confidant'*, *'trainer'* and *'optimist'*. These qualities contribute to the celebrity's likeability, which in turn positively influences consumers' perception of the endorsed brand.

In consideration of the absence of evidence within the expertise category of Clooney’s case, it can be hypothesised that brands either do not utilise this dimension of his public image at all or only infrequently for advertising purposes. The analysis of the material revealed that references to Clooney’s professional background were limited to his role as a respected actor and filmmaker, without further emphasis on expertise. In comparison to the other subcategories, expertise occupies a mid-level position in Klopp’s RQ2 codings. In a manner analogous to that observed in relation to Clooney, references to Klopp’s professional competence are focused on his core area of expertise, which is soccer. However, in contrast to Clooney, brands proactively utilise this attribute to enhance their credibility. It is particularly evident in partnerships with sports-related brands. For example, in the recent Peloton campaign: *‘His reputation in the sports world and his dedication to fitness make him the ideal partner to spread the Peloton fascination this upcoming holiday season.’* (Peloton, 2023). The emphasis on his winning mentality, experience, knowledge, and achievements is a key element in the effective transfer of his persona into brand communications. Table 7 shows the anchor examples for each subcategory and presents a comparison of statements relating to George Clooney and Jürgen Klopp.

<b>Category</b>	<b>Anchor examples George Clooney</b>	<b>Anchor examples Jürgen Klopp</b>
<b>RQ2-1: Humor and self-irony</b>	<i>‘It’s not every day your call is turned down for a slice of toast, but needless to say I had a lot of fun filming this spot.’</i> (Clooney, 2021)	<i>‘I’m not retired; I’m just taking a break.’</i> (Klopp, 2024)
<b>RQ2-2: Empathy and warmth</b>	<i>‘We’re going to get through these things and my hope, and my belief is that we will come out better.’</i> (Clooney, 2020)	<i>‘I promise you that, once we get to know each other, I will encourage him more than any other coach ever has.’</i> (Klopp, 2012)
<b>RQ2-3: Social relatability</b>	<i>‘His shaggy beard is speckled with grey. His quarantine hairstyle rivals that of Julius Caesar. His noble, slightly sunken eyes are surrounded by wrinkles that resemble the edge of a 50-cent coin.’</i> (Baron, 2020)	<i>‘Jürgen Klopp has made a name for himself. He describes himself as ‘The Normal One’. The audience has embraced it.’</i> (Schröter, 2024)
<b>RQ2-4: Authenticity</b>	<i>‘But he admitted that investigative journalism played an ‘imperative’ role in pointing out Nespresso’s failures and that more needed to be done to bring the company in line with its ethical standards.’</i> (Hodal, 2020)	<i>‘For a long time, Klopp’s popularity was based on his love of the sport and his authentic, unfiltered manner. He is known as ‘The Normal One’ and embodies the true values of soccer.’</i> (Marx, 2025)

<b>RQ2-5: Social influence</b>	<i>'His commitment to environmental causes helps counter previous criticism of Nestlé's environmental record and suggests a genuine effort for positive change.'</i> (Orlandi, 2024)	<i>'My partnership with Peloton gives me the opportunity to share my personal fitness journey and inspire others.'</i> (Klopp, 2024)
<b>RQ2-6: Expertise</b>	<i>'George Clooney began his career in the hospital drama ER, and has since become not only a respected actor, but also a filmmaker who tackles politically challenging topics.'</i> (GQ.de, 2014)	<i>'He can unite teams of people with different strengths under a common goal and lead them to maximum success.'</i> (Bühler, 2024)

**Table 7: Anchor examples regarding A2 / RQ2**

Source: Own research, 2025, N=40

To provide support for the qualitative results, the likeability of George Clooney and Jürgen Klopp was queried in the quantitative survey. In order to reflect the multidimensional nature of likeability as conceptualised in QCAMap, the following subdimensions were included: humor, authenticity, and sympathy. The category expertise was operationalised through the survey item competent, as this term was considered to be more intuitive and accessible. Participants were invited to rate the criteria using a 5-point Likert scale, where 1 means 'Does not apply at all' and 5 means 'Fully applies'. In terms of humor, Klopp was rated slightly higher than Clooney, with 73.95% (M=3.95, SD=0.90) of participants agreeing that Klopp is humorous, compared to 60.8% (M=3.68, SD=0.82) for Clooney. This finding is somewhat at odds with the qualitative results, in which humor and self-irony were much more frequently coded for Clooney (25.00%) than for Klopp (7.18%). This suggests that while humor is a more dominant component in Clooney's media portrayal and brand communication, audiences may nonetheless find Klopp's spontaneous, situational humor more personally relatable or impactful. Consequently, humor is communicated more explicitly in Clooney's campaigns but perceived more strongly in Klopp's personality. With regard to authenticity, both celebrities received favourable ratings, although Klopp was evaluated more favourably. The agreement rate for Klopp was found to be 69.31% (M=3.82, SD=1.03), while Clooney received 59.47% agreement from the participants (M=3.62, SD=0.84). Nevertheless, in relation to the standard deviation, Clooney's responses exhibited greater consistency, with a mere 7.93% of disagreement, in contrast to Klopp's 11.63%. The survey results support the qualitative findings: authenticity was the most prominent category for Klopp (34.45%), while it accounted for 25.00% in Clooney's coding. This finding suggests a strong correlation between the observed communication patterns and consumer perception. In contrast, Klopp's

authenticity appears to be deeply embedded in both his public and advertising persona, whereas Clooney's authenticity is present but tends to be overshadowed by other traits such as humor and social engagement. In the domain of expertise, the quantitative survey demonstrated relatively balanced outcomes. Klopp's results achieved 66.51% agreement ( $M=3.78$ ,  $SD=0.93$ ), while Clooney's results yielded an agreement rate of 55.51% ( $M=3.67$ ,  $SD=0.80$ ). It is noteworthy that almost half of the participants (40.09%) assigned a neutral rating to Clooney's competence. This may be attributable to the fact that participants encounter difficulties in the process of evaluation. However, a marked divergence was evident in the qualitative analysis, with expertise being significantly more prominent in Klopp's coding (13.40%) than in Clooney's (1.14%). This incongruity suggests that although Clooney's professional background as an actor and filmmaker is well-known, it is rarely emphasised in brand communication. In contrast, Klopp's expertise in soccer is systematically employed in advertising campaigns, particularly within the sports and lifestyle sectors, thereby enhancing the qualitative weight of this dimension.

In order to provide a complementary analysis to RQ2, participants were also invited to provide a direct assessment of how likeable they perceived each celebrity to be. Consequently, it can be regarded as a comprehensive overview of the six categories derived from QCAmapp. In comparison, Clooney received a higher rating of 82.82% ( $M=4.05$ ,  $SD=0.76$ ), than the 75.81% ( $M=3.98$ ,  $SD=0.96$ ) obtained by Jürgen Klopp. The present findings provide confirmation of the hypothesis that the combination of underlying personality traits, including humor and self-irony, authenticity, empathy and warmth, expertise, social influence and social relatability, effectively contributes to an elevated overall perception of likeability. In addition to evaluating the specific personality traits of the two celebrities, respondents were invited to indicate their level of agreement with the following general statement: *'An endorsement is particularly effective when the celebrity is perceived as likeable'*. Across the entire sample ( $N=234$ ), 94.02% of participants expressed agreement with this statement, while 1.28% expressed disagreement and 4.70% selected a neutral response. The high level of agreement observed in this study underscores the common perception that the likeability of a celebrity is a pivotal factor in the effectiveness of celebrity endorsements.

The results can be confirmed using the source credibility model (Hovland & Weiss, 1951), which identifies likeability as one of the core dimensions of trustworthiness. The findings demonstrate that the consistently high likeability scores for George Clooney and Jürgen

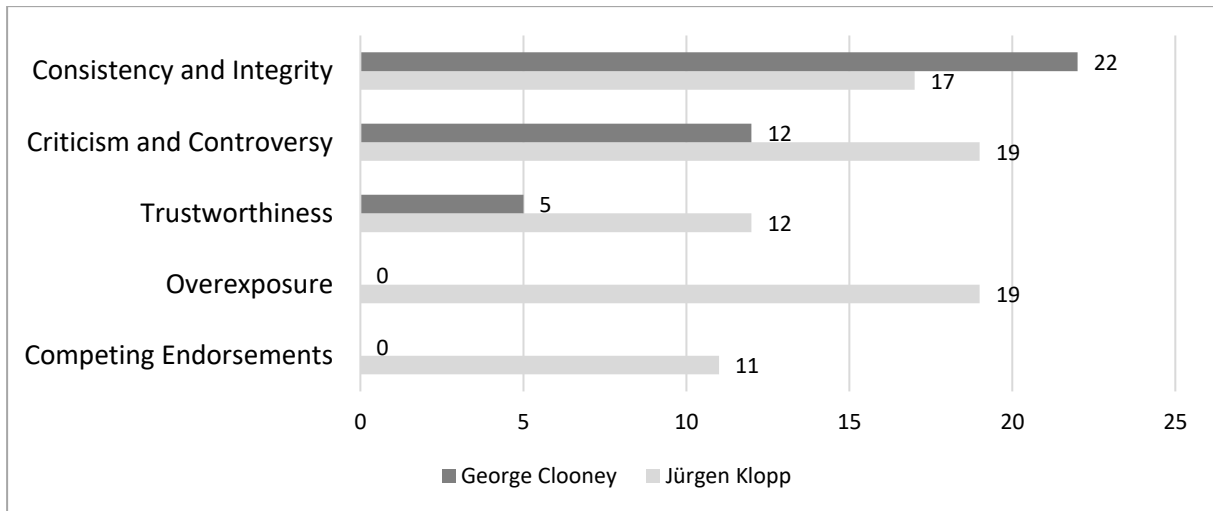
Klopp, despite their divergent brand personalities, reveal the multidimensional and flexible nature of this personality trait. While Clooney's likeability is largely based on social influence, humor and authenticity, Klopp's appeal is mainly based on authenticity. The remaining categories demonstrate a significant degree of similarity, and consequently exert an equally potent influence on the likeability of the individual. The findings from both the qualitative content analysis and the quantitative survey are consistent in confirming the source credibility model (Hovland & Weiss, 1951), which emphasises that perceived likeability—arising from qualities such as humor and self-irony, empathy and warmth, social relatability, authenticity, social influence, and expertise—can significantly enhance the persuasiveness of an endorsement. This hypothesis is supported by the consistently high ratings for George Clooney across most likeability-related traits, the strong but more varied ratings for Jürgen Klopp, and the substantial agreement with the theoretical statement. Assumption A2 is therefore confirmed, indicating that endorsers who are more likeable are likely to generate stronger and more positive consumer responses toward the endorsed brand. Consequently, RQ2 can be answered in the affirmative: *Likeability is a key factor in enhancing the effectiveness of celebrity endorsements.*

### **5.2.3 A3 and A4 / RQ3 celebrity credibility and trustworthiness**

*A3: The trustworthiness of a brand increases if the partnership with the celebrity endorser is exclusive.*

*A4: The credibility of a brand decreases as the number of partnerships from the celebrity endorser increases.*

The two assumptions underpinning the research question three were derived in QCMap and categorised into five subcategories, as described earlier. The intra-coder reliability test revealed a high degree of consistency in the coding results from the two rounds. The agreement rate for sufficient overlap of marked passages was 89.74%, which is considered good. The agreement rate for sufficient categorisation similarity was 92.31%, which is considered excellent. Following the reliability assessment, the next stage of the analysis will examine the distribution of categories coded for RQ3. Figure 13 shows how often each RQ3 category was assigned to George Clooney and Jürgen Klopp based on qualitative content analysis.



**Figure 13: Frequency distribution of RQ3 categories**

Source: Own research based on QCAMap coding results, 2025, n=117

The results for RQ3 in the relative analysis were as follows: For George Clooney, the most prevalent category was consistency and integrity (56.41%), followed by criticism and controversy (30.77%) and trustworthiness (12.82%). Notably, overexposure and competing endorsements were not coded for Clooney at all. In contrast, Jürgen Klopp’s coding profile exhibited a more balanced distribution. The data indicates that criticism and controversy, as well as overexposure, accounted for 24.36% of the segments. These were followed by consistency and integrity (21.79%), trustworthiness (15.38%), and competing endorsements (14.10%).

George Clooney’s most prominent category is consistency and integrity, with over 50%, both in RQ3 and across all other RQs. He is best known for his long-standing partnership with the coffee brand Nespresso, having promoted it since 2006. Nespresso strategically employs this ongoing collaboration to foster trust and loyalty among consumers: *‘Clooney’s consistent presence has helped Nespresso maintain a stable and recognisable brand identity, fostering loyalty among consumers.’* (Orlandi, 2024). The actor’s involvement in the advertising campaigns supports the brand’s coherent image. *‘With a strong narrative arc and consistent main character, their ads are entertaining and memorable.’* (Orlandi, 2024). As well as Nespresso, Clooney has also served as a celebrity endorser for the alcohol brand Martini for five years and has been associated with the luxury watch brand Omega since 2006. His relationship with Omega extends beyond advertising: *‘Whether it’s interviews, red carpets or conferences, Clooney always has a watch on his wrist.’* (Martínez, 2020). His long-term brand commitments are summarised in the following quote: *‘He’s not like any other actor*

*who signs a contract with a company to promote a few products in a few photos.*’ (Martínez, 2020). These consistent, long-term partnerships significantly contribute to brand effectiveness. Their exclusivity and consistency suggest to consumers that Clooney endorses the brands he represents. This enhances consumer trust, reinforces brand credibility and reduces scepticism. As a celebrity endorser, Clooney demonstrates that exclusive, long-term collaborations can be more effective in shaping a trustworthy and coherent brand image than multiple, inconsistent endorsements. In Jürgen Klopp’s case, the distribution across the RQ3 subcategories is relatively balanced, with consistency and integrity emerging as the second strongest categories. While Klopp has engaged in numerous endorsement partnerships, several of these are notably long-term, *‘above all Opel, whose brand ambassador he has been since 2012.’* (Müller, 2015). A ten-year partnership with Deutsche Vermögensberatung has also been maintained, alongside long-running collaborations with brands such as Erdinger. However, it is important to note that despite these enduring collaborations, Klopp has also endorsed a range of brands for brief periods, for example Metylan and Kappa. This mixture of long- and short-term endorsements may undermine the exclusivity effect, weakening perceptions of trustworthiness and brand credibility. Compared to more selective and consistent endorsement strategies, frequent and short-lived appearances risk creating consumer scepticism and diminishing the overall effectiveness of the brand message.

Criticism and controversy is the second most frequently coded category in Clooney’s RQ3 analysis. However, all of the articles refer only to the endorsement partnership with Nespresso and address controversies specifically related to child labour, sustainability, and exploitation. These issues appear to conflict with Clooney’s personal values, particularly his commitment to human rights and environmental protection: *‘George Clooney is committed to human rights and environmental protection – at the same time, he has been promoting Nespresso, Nestlé’s coffee system with aluminium capsules, for years. Two sides that are incompatible.’* (Ayoub, 2018). In response, Nespresso initiated the Clean Coffee Project to *‘draw attention to the gap between his charitable work and his role as Nespresso’s advertising face.’* (Ayoub, 2018). While these criticisms may raise concerns about the brand itself, they are primarily directed at Nespresso and not at Clooney as an individual. Consequently, the controversy has had limited spillover effects on the credibility or perceived trustworthiness of other brands associated with him. This case illustrates that, even when controversies arise, a clearly defined, long-term partnership combined with a strong, authentic personal brand can help to mitigate reputational risks and maintain the effectiveness of celebrity endorsements. Klopp demonstrates

marginally superior performance in this category compared with Clooney. However, unlike Clooney, he and the brands he endorses are both the subject of criticism. A prominent example is his new role at Red Bull, which has been perceived as particularly polarising among football fans. Moreover, Klopp's numerous partnerships, including with competing brands, have been criticised in various articles which have questioned his credibility and authenticity. Especially when he promotes competing or lifestyle-incongruent products for instance, *'when the symbiosis between alcohol advertising and competitive sport is not welcomed everywhere'*. In these cases, the criticism targets Klopp's personal integrity and directly affects the brand image. These findings suggest that frequent endorsements without coherent brand alignment can undermine trustworthiness and reduce the effectiveness of celebrity endorsements.

In Clooney's case, the category trustworthiness was only coded five times, with references primarily linked to his partnership with Nespresso. Despite the criticism they have received, they also collaborate with organisations such as the Rainforest Alliance to enhance their credibility. Furthermore, they use trusted and exclusive celebrity endorsers to enhance their trustworthiness. As one article notes: *'The Ocean's 11 star has been the face of Nespresso in Europe since 2006, providing a familiar and trusted presence-association.'* (Orlandi, 2024). This targeted use of a celebrity endorser like Clooney serves to mitigate reputational risks and strengthen consumer confidence. It demonstrates how brands can leverage the perceived trustworthiness of long-term exclusive partnerships to enhance their credibility, thereby increasing the persuasive power of the endorsement. In relative comparison, Jürgen Klopp appears just as frequently in this category. As the advertising face of Volksbanken and Raiffeisenbanken, Klopp has been described as an *'extremely credible testimonial'* (Müller, 2015), particularly due to being a customer himself. The duration of the partnership also enhances credibility: Klopp acted as a celebrity endorser for the Volks- und Raiffeisenbanken from 2009 to 2015. Klopp is widely portrayed as an approachable and trustworthy individual, an image often exploited by various brands. This perception of authenticity and reliability strengthens consumer trust and enhances the credibility of the endorsed brand, thereby increasing the effectiveness of the endorsement.

The final two categories overexposure and competing endorsements were not coded at all for George Clooney, as no suitable text passages were identified. However, this absence indicates that Clooney maintains a highly selective approach to endorsements and refrains from

promoting competing brands. This exclusivity serves to reinforce the credibility of the brand, thus supporting a coherent brand image. In line with the research question, it can be argued that Clooney's restrained endorsement behaviour contributes positively to the perceived trustworthiness and credibility of the brands he represents. In contrast, relevant passages were identified for Jürgen Klopp in both remaining categories, with overexposure accounting for a quarter of all RQ3 coding. *'From car manufacturers to beer, chocolate bars, financial advice and fitness equipment: the charismatic coach has appeared in almost every advertising market segment for years.'* (Marx, 2025). Nevertheless, it should be noted that his high visibility is not exclusively positive, as one article observes: *'Overexposure carries the risk that his authenticity suffers.'* (Marx, 2025). In addition, Klopp has been described as being *'at the top of the German testimonial rankings.'* (Lippold, 2023). Statements suggest a brand's credibility is diminished by a selected celebrity's increasing number of advertising partnerships. In accordance with RQ3, the analysis demonstrates that an increase in brand partnerships has a negative impact on the effectiveness and credibility of the endorsement, resulting in a reduction in consumer trust and a consequent decrease in brand credibility. The competing endorsements category accounts for just under 15% of the total RQ3 codings for Klopp. The focus of criticism in this area is primarily on his partnerships with competing sports brands: *'In addition to Adidas and New Balance, Klopp also worked with Puma'* (Marx, 2025). Similar concerns arise from his simultaneous endorsements of car brands such as Opel, Mitsubishi, and Seat. The fundamental message is unambiguous: when a celebrity endorses multiple brands within the same product category, there is a high probability of a decline in credibility and perceived authenticity, particularly if the target audiences are similar. Such practices rarely succeed and typically result in a diminished sense of exclusivity for both the brand and the celebrity endorser. In this context, Klopp's multiple partnerships highlight the challenges of maintaining a coherent and trustworthy brand image when endorsing competing brands. Table 8 shows the anchor examples for each subcategory and presents a comparison of statements relating to George Clooney and Jürgen Klopp

Category	Anchor examples George Clooney	Anchor examples Jürgen Klopp
<b>RQ3-1: Consistency and integrity</b>	<i>'Then there's the longevity and consistency of Clooney's relationship with Nespresso.'</i> (Orlandi, 2024)	<i>'First and foremost, there is Opel, whose brand ambassador he has been since 2012.'</i> (Müller, 2015)
<b>RQ3-2: Overexposure</b>	<i>'No coding instances were identified for George Clooney in this category. The absence is documented and may serve as a point of contrast in comparative analysis.'</i>	<i>'From car manufacturers to beer and chocolate bars, not to mention financial advice and fitness equipment, the charismatic coach has appeared in almost every advertising market segment for years.'</i> (Marx, 2025)
<b>RQ3-3: Competing endorsements</b>	<i>'No coding instances were identified for George Clooney in this category. The absence is documented and may serve as a point of contrast in comparative analysis.'</i>	<i>'In addition to Adidas and New Balance, Klopp also collaborated with Puma.'</i> (Marx, 2025)
<b>RQ3-4: Trustworthiness</b>	<i>'The Ocean's 11 star has been the face of Nespresso in Europe since 2006, providing a familiar and trusted presence association.'</i> (Orlandi, 2024)	<i>'From 2009 until early 2015, Klopp was the advertising face of Volksbanken and Raiffeisenbanken, for which he is an extremely credible testimonial as he is a customer himself.'</i> (Müller, 2015)
<b>RQ3-5: Criticism and controversy</b>	<i>'George Clooney is committed to human rights and environmental protection, yet he has promoted Nespresso, Nestlé's coffee system involving aluminium capsules, for years. It's a combination that doesn't sit well.'</i> (Ayoub, 2018)	<i>'Switching to a competing brand raises the question of whether such constant changes seem authentic, or whether they create the impression of interchangeability.'</i> (Marx, 2025)

**Table 8: Anchor examples regarding A3 and A4 / RQ3**

Source: Own research, 2025, N=40

In order to provide support for the qualitative results, the survey posed questions to participants regarding their perception of the trustworthiness of Clooney and Klopp. In this study, participants were requested to evaluate the item using a 5-point Likert scale. The mean score for Clooney's perceived trustworthiness was 3.57 (SD=0.82). This indicates that 55.94% of respondents expressed their belief in Clooney's trustworthiness. A third of respondents expressed a neutral stance, while only 8.37% expressed disagreement. Jürgen Klopp received a rating of 52.56% (M=3.45, SD=0.99), with approximately 30.00% of respondents indicating a neutral stance, while 15.82% expressed disagreement. While the difference is moderate, the lower standard deviation in Clooney's case indicates a higher level of consensus among respondents regarding his trustworthiness, whereas perceptions of Klopp

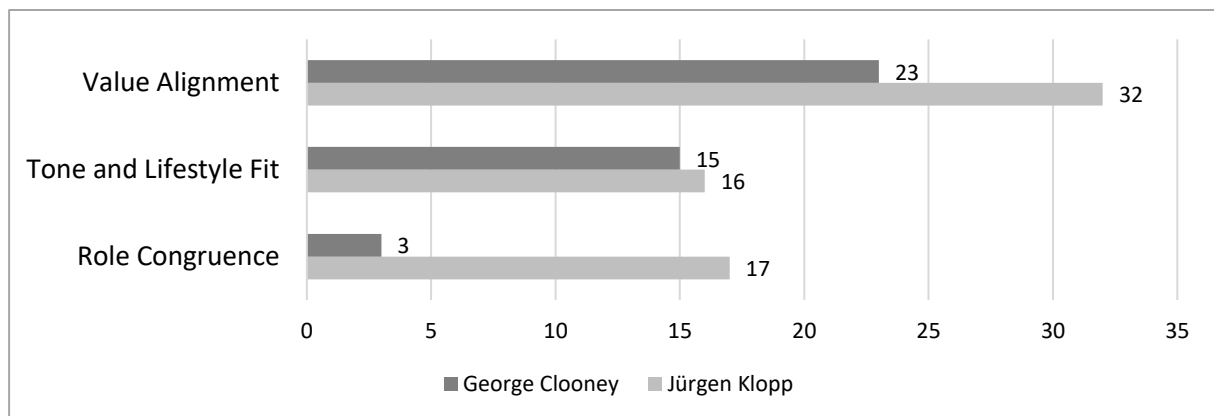
were more varied. In addition to these person-specific ratings, the survey also included two general statements related to endorsement exclusivity and its impact on brand credibility: *'A celebrity's endorsement of a brand appears more credible if they only endorse one brand'* and *'A brand's credibility suffers if a celebrity endorses too many different brands'*. When the entire sample (N=234) was considered, it was revealed that 68.37% (M=3.91, SD=1.06) of participants expressed agreement with the initial statement. Conversely, 11.11% of respondents expressed disagreement, while 20.51% of participants selected a neutral response. The responses to the second statement are as follows: The survey results indicated that 75.64% (M=4.05, SD=1.00) of the participants expressed agreement, 8.55% expressed disagreement, and 15.81% indicated a stance of neutrality. It has been demonstrated that both statements address the same fundamental issue – the impact of endorsement exclusivity on credibility – but the results suggest that overexposure is perceived as even more damaging than exclusivity is seen as beneficial. This finding suggests that consumers are more attuned to the negative consequences of extensive brand collaborations than to the potential benefits of exclusivity.

The results can be confirmed using the source credibility model (Hovland & Weiss, 1951), which identifies trustworthiness — encompassing honesty, integrity, believability, and likeability — as a core dimension influencing the persuasive power of an endorsement. In RQ3, the categories trustworthiness and consistency and integrity align closely with this dimension, showing that exclusivity in endorsement partnerships strengthens authenticity and credibility. Conversely, competing endorsements and overexposure have been shown to be associated with diminished believability and likeability, while criticism and controversy have been demonstrated to further reduce credibility. Collectively, these findings provide empirical support for both Assumption A3 and Assumption A4, indicating that exclusivity is perceived as enhancing brand credibility, whereas multiple overlapping or competitive partnerships are perceived as damaging to this credibility. Consequently, both assumptions are confirmed, and RQ3 can be answered positively: *Exclusivity is a key factor in enhancing the credibility and effectiveness of celebrity endorsements.*

## 5.2.4 A5 / RQ4 brand celebrity match

*A5: The trustworthiness of a brand will be stronger if there is a match between the brand's personality traits and those of the celebrity.*

This assumption, which underlies research question three, was derived in QCMap and subsequently categorised into three subcategories, as previously outlined. The intra-coder reliability test demonstrated a very high level of reliability between the two coding rounds. The agreement rate for sufficient overlap of marked passages was 91.51%, and for sufficient similar categorization it was 94.34%. Both values can be interpreted as excellent. Following this, reliability assessment, the analysis progresses with an examination of the distribution of categories coded for RQ4. As demonstrated in Figure 14, the categories of value alignment, tone and lifestyle fit, and role congruence were subjected to coding for both George Clooney and Jürgen Klopp, based on qualitative content analysis.



**Figure 14: Frequency distribution of RQ4 categories**

Source: Own research based on QCMap coding results, 2025, n=106

The absolute frequencies of the RQ4 categories were also converted into relative values. For both George Clooney and Jürgen Klopp, the most frequently coded category was value alignment, accounting for 56.10% and 49.23% of their respective RQ4 codings. In Clooney's case, tone and lifestyle fit also played a major role (36.59%), while role congruence was less frequently observed (7.32%). For Klopp, the remaining categories exhibited a more balanced distribution, with role congruence at 26.15% and tone and lifestyle fit at 24.62%.

In the context of RQ4, the value alignment category is the most prominent for both Clooney and Klopp. As has been demonstrated in previous research, Clooney's endorsement of Nespresso is once again a pivotal issue. The partnership is firmly grounded in a shared set of

values, encompassing the promotion of regenerative agriculture, the mitigation of global emissions within the agricultural and food sector, sustainability, and the protection of the climate. These values align with Clooney's personal convictions, encompassing human rights and environmental protection. In addition to value overlap, the brand fit is emphasised: *'there's a genuine alignment between Clooney's image and Nespresso's identity as a premium, sophisticated coffee brand.'* (Orlandi, 2024). Clooney himself is an active advocate for collective action with Nespresso *'to protect coffee and coffee communities from climate change.'* (Forum Nachhaltig Wirtschaften, 2022). When a celebrity's personal values align with those of the brand, this congruence can enhance brand trust and credibility. The perceived integrity and conviction of Clooney as an endorser is transferred to the brand, thereby increasing the effectiveness of the endorsement. In the case of Klopp, the shared values are emphasised in multiple brand partnerships. For instance, the collaboration with Nivea Men has been characterised in one article as a *'perfect match'*, with the assertion *'Klopp ideally embodies the values of the brand – authenticity, team spirit and honesty.'* (Marx, 2025). Moreover, the Fischer Group emphasises the following: *'With his exemplary attitude, his values and his professionalism, he fits perfectly into our team and thus into our fischer family.'* (Pott, 2022). As *'the normal one'*, Klopp represents values with which many brands can align, offering a potential for strategic utilisation. The utilisation of Klopps' public image serves to reflect and reinforce brand values. When these shared values are clearly communicated and perceived as authentic, they enhance brand credibility and increase consumer trust. This finding demonstrates that a strong alignment between the personality of the celebrity and the brand's identity plays a crucial role in increasing the effectiveness of the endorsement.

In the analysis of Clooney's coding, it is evident that tone and lifestyle fit play a substantial role, accounting for nearly 37.00% of the data. Clooney's lifestyle is characterised by an elegant, classic, casual and stylish aesthetic, which aligns with the positioning of many premium and aspirational brands. Consequently, brands frequently select celebrities such as Clooney, whose public persona reflects the desired tone and lifestyle. As one article notes: *'When a celebrity (e.g., George Clooney) endorses a brand (e.g., a coffee type), people's assessment of that brand typically changes.'* (Unkelbach & Högden, 2019). This alignment facilitates the enhancement of brand trust and reinforces the emotional and aspirational appeal of their messaging. In fact, a strong tone and lifestyle fit contribute to greater trust and the effectiveness of celebrity endorsements. For Klopp, the remaining two categories play an

equally important role. Klopp's lifestyle is characterised by a sense of lightness, humor, flexibility, tradition, athleticism and dynamism. Peloton portrays the soccer coach as a *'fitness enthusiast who moves in the Peloton universe and completes various workouts.'* (Marx, 2025). This is in close alignment with the brand's health- and performance-oriented identity. Furthermore, Adidas leverages Klopp's sporty lifestyle *'to further strengthen its image as a high-performance sports brand.'* (Marx, 2025). It is evident from the observed examples that Klopp's lifestyle and personal image are in alignment with the brand values, thereby reinforcing consumer trust. In a manner analogous to Clooney, this alignment between the celebrity's tone and lifestyle fit and the brand personality enhances perceived authenticity and increases the effectiveness of the endorsement.

The final category, role congruence, cannot be evaluated in isolation, as various factors influence this category. It represents the ideal outcome of a celebrity endorsement wherein all criteria have been fulfilled, and a perfect match has been established between the celebrity and the brand. Despite the absence of a perfect match, a brand can still be considered authentic and trustworthy, thereby achieving an effective endorsement. In Clooney's case, this category was rarely coded. This phenomenon may be attributed to his selective endorsement strategy, which limits the number of opportunities to establish a complete fit compared to celebrities with a broader portfolio like Jürgen Klopp. As with previous results, the analysis ultimately identifies a strong brand celebrity fit in Clooney's endorsement partnerships most notably with Nespresso. As one article states: *'If I was ever asked for the ultimate brand celebrity endorsement, being Italian and coffee-obsessed, I would have to say the iconic collaboration between George Clooney and Nespresso.'* (Orlandi, 2024). This is indicative of a high level of role congruence, whereby Clooney's personal image – characterised by sophistication, elegance, and a pronounced social engagement – aligns seamlessly with Nespresso's premium positioning and values. The endorsement partnership with Omega is also an ideal brand celebrity fit: *'Omega stands for style, elegance and prestige and is therefore a perfect match for one of Hollywood's most famous men.'* (Cox, 2025). The examples given illustrate that when a celebrity's identity closely aligns with a brand's core values and image, the result is a credible and coherent endorsement that enhances brand trust and effectiveness. Klopp's role congruence accounts for 26.15% of his RQ4 codings. As previously stated, this can be attributed to the fact that Klopp has a broader range of advertising partnerships which offer more opportunities to achieve a strong brand celebrity match. As was the case in earlier analyses, collaborations with sports brands frequently

highlight Klopp’s coaching expertise and leadership qualities. As reported in one article: *‘Klopp’s sporting roots portrayed him as a dynamic, performance-oriented coach who would support Kappa’s image as a traditional sports brand.’* Beyond the sports industry, brands such as Opel and Volksbanken Raiffeisenbanken have also been described as ideal fits, as they align with Klopp’s image as a relatable, down-to-earth, and trustworthy public figure. The examples given demonstrate the significance of ensuring that the celebrity’s role and personality are aligned with the brand’s identity. This is of significant importance in regard to enhancing credibility and strengthening consumer trust, which are pivotal factors in increasing the overall effectiveness of the endorsement. As illustrated in Table 9, the anchor examples for each subcategory are presented.

Category	Anchor examples George Clooney	Anchor examples Jürgen Klopp
<b>RQ4-1: Value alignment</b>	<i>‘[...] there’s a genuine alignment between Clooney’s image and Nespresso’s identity as a premium, sophisticated coffee brand.’ (Orlandi, 2024)</i>	<i>‘The partnership has been described as a ‘perfect match’, as Klopp embodies the brand’s values of honesty, authenticity and team spirit.’ (Marx, 2025)</i>
<b>RQ4-2: Tone and lifestyle fit</b>	<i>‘With its style, elegance and prestige, Omega is the perfect match for one of Hollywood’s most famous men.’ (Cox, 2025)</i>	<i>‘The electric Corsa is ideal for his daily commutes from home to training, the Anfield stadium or the airport.’ (Seegers, 2019)</i>
<b>RQ4-3: Role congruence</b>	<i>‘If I was ever asked for the ultimate brand celebrity endorsement, being Italian and coffee-obsessed, I would have to say the iconic collaboration between George Clooney and Nespresso.’ (Orlandi, 2024)</i>	<i>‘[...] this is in keeping with Klopp’s role as a leader who refuses to accept mediocrity.’ (Bühler, 2024)</i>

**Table 9: Anchor examples regarding A5 / RQ4**

Source: Own research, 2025, N=40

In order to test the qualitative results with consumers, the survey posed questions regarding the brand fit of various, in some cases real, endorsement partnerships of different industries of Clooney and Klopp. This approach is distinct from the previous research questions, which examined concrete personal traits such as attractiveness, likeability or credibility. Conversely, the current research question focuses on an abstract construct, namely the brand celebrity fit. Nonetheless, in accordance with the preceding research questions, a statement was formulated at the conclusion of the study, and consumers were requested to provide feedback. In the case of George Clooney, participants were invited to comment on the company’s endorsement

partnerships with Nespresso (Food and Beverage), Omega (Luxury Goods), Martini (Food and Beverage), Mercedes-Benz (Automotive), Hugo Boss (Fashion) and Apple (Technology). Omega received the highest rating with 92.07% (M=4.4, SD=0.8) approval, closely followed by Hugo Boss with 91.18% (M=4.30, SD=0.84) agreement. Nespresso demonstrated a strong performance with an agreement rate of 81.93% (M=4.22, SD=1.07). This was followed by Martini (78.86%, M=3.99, SD=0.91) and Mercedes-Benz (68.28%, M=3.83, SD=1.01). These ratings serve to validate the initial qualitative impression that Clooney's refined and sophisticated image is a strong match for premium, aspirational, and classic brands. The data indicates that 45.38% of respondents expressed disapproval of Apple, with an average score of 2.88 and a standard deviation of 1.15. This is in clear contrast to the 28.19% of approval received by the company. This observation suggests a perceived incongruity between Clooney's refined, traditional image and Apple's modern, technology-driven brand positioning. The hypothesis that endorsements tend to lose persuasive power when the celebrity's image does not align with the brand's core values and communicative style is supported by the low perceived brand celebrity fit.

Six brand partnerships were also evaluated for Jürgen Klopp: Volkswagen (Automotive), Erdinger (Food and Beverages/Beer), Deutsche Vermögensberatung (Financial Product), Adidas (Sportswear), Snickers (Food and Beverage) and Nivea Men (Personal Care). The highest rating was received by Adidas, with 89.30% of respondents indicating a good or very good brand fit (M=4.34, SD=0.87). This is in alignment with Klopp's public image and his prominent standing within the soccer domain, thereby reinforcing the perceived congruence between the endorser and the brand's athletic values. Nivea Men achieved second place with 72.09% approval (M=3.77, SD=0.90), reflecting Klopp's credible representation of everyday care and approachability. The agreement rate achieved by Volkswagen (M=3.40, SD=1.00) and Erdinger (M=3.17, SD=1.12) was approximately 50.00%, indicating a moderate level of performance. These results may be indicative of Klopp's pragmatic and relatable character, which supports a credible but not strongly aspirational association with these brands. In contradistinction to luxury endorsements, these partnerships are more likely to appeal to "everyday authenticity" than to aspirational brand ideals. The Deutsche Vermögensberatung exhibited a higher rejection rate of 46.04% (M=2.76, SD=1.18), which suggests a perceived incongruity between Klopp's image and the financial sector. A similar pattern emerged for Snickers, which received the lowest overall approval with only 16.74% of ratings being positive (M=2.22, SD=1.05) and a high rejection rate of 64.66%. The findings suggest the

presence of a perceived incongruity between the values attributed to Klopp and the product types employed by the brands analysed. In the case of Snickers, the image of Klopp as an athletic and health-conscious individual appears to be at conflict with the unhealthy nature of sweets, which could potentially undermine the credibility of the endorsement.

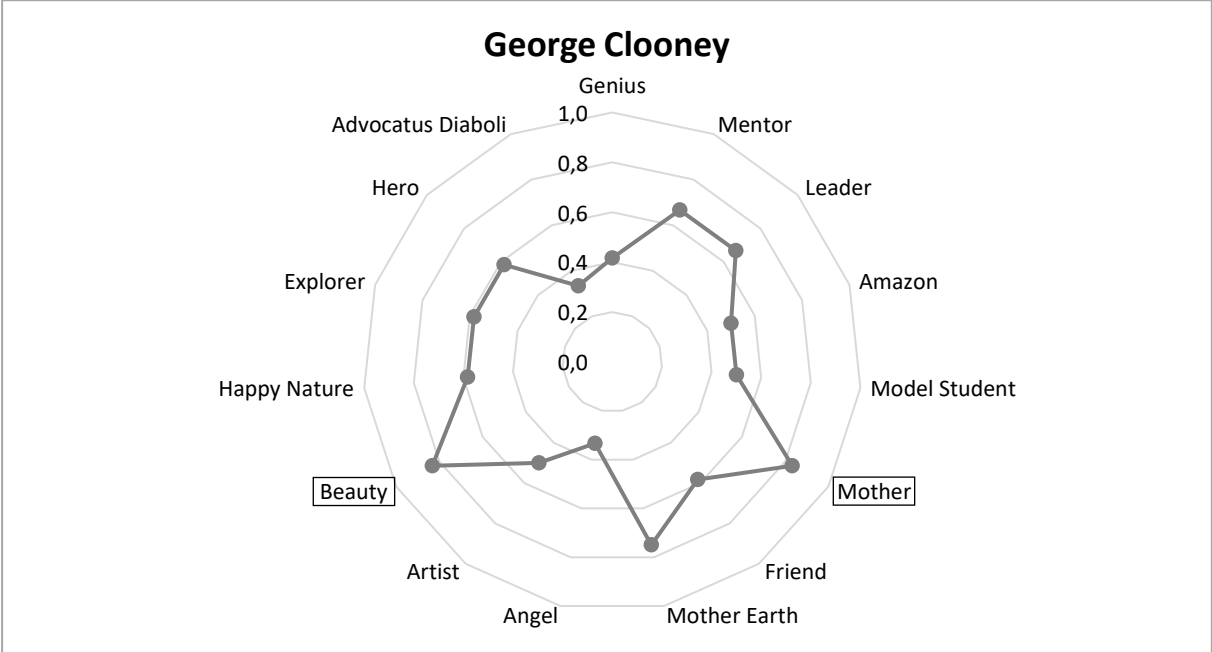
In consideration of the entire sample (N=234), the general statement *'Endorsements are particularly effective when the values of the brand and the celebrity are aligned'* received the same score as the "sympathy statement". This result indicates that the two statements have the strongest overall agreement across all items in the survey. The data indicates a high level of consensus among the participants, with 94.02% expressing agreement with the statement. A marginal proportion of 1.28% expressed disagreement, while 4.70% remained neutral. The mean value of 4.61 and the low standard deviation (SD=0.68) further indicate a high level of consensus among respondents. The obtained results emphasise the significant impact of value alignment on the effectiveness of celebrity endorsements. In comparison to other factors, such as attractiveness or exclusivity, the perceived congruence between a brand's values and those of the celebrity appears to have the greatest influence on the extent to which an endorsement is perceived as both convincing and trustworthy.

When interpreted collectively, the findings from the brand-specific evaluations and the general value alignment statement provide strong empirical support for Assumption five and can be confirmed using the match-up hypothesis (Till & Busler, 2000) and the meaning transfer model (McCracken, 1986, 1989). Consumers establish a strong correlation between a high level of brand celebrity congruence, encompassing factors such as value alignment, tone and lifestyle fit, and role congruence, and an enhancement in brand trust and endorsement effectiveness. This finding serves to substantiate the validity of RQ4, which can be answered in the affirmative: *A brand celebrity match is a key factor in strengthening consumer trust and enhancing the effectiveness of celebrity endorsements.*

### **5.3 George Clooney vs. Jürgen Klopp**

This chapter provides a comprehensive comparison between George Clooney and Jürgen Klopp in terms of their effectiveness as celebrity endorsers. Furthermore, the two celebrities have been assigned archetypes on the basis of qualitative and quantitative research, as well as their public perception. The match-up hypothesis is utilised to evaluate the role congruence between the brand and the celebrity.

In order to support the hypotheses, the archetypal test by Miller and Pätzmann (2023) was conducted using the results from the research. The mean value for each statement was determined by utilising one category from the QCAmapping analysis and one from the survey. The survey results were counted double due to full-scale and representativeness. The QCAmapping values were summed up to 100%, so their weight was limited. To enhance the validity of the study, the category role congruence was incorporated for the purpose of real-life persona alignment. Of the 85 statements, 27 were excluded from the evaluation because they primarily addressed internal emotions (e.g. insecurity, fear, guilt). Furthermore, these personality traits cannot be observed through public sources, such as interviews or advertisements, nor can they be derived from survey responses. The majority of these are associated with anti-archetypes (e.g., slave, lazar, destroyer), which are not appropriate for endorsements. Consequently, the anti-archetypes were disregarded, and the focus was instead placed on the archetypes that had received the highest ratings. The Spiderweb profile for George Clooney is presented below.



**Figure 15: Archetypal spiderweb profile of George Clooney**  
 Source: Own research: QCAmapping analysis, 2025, n=20 and UmfrageOnline, 2025, n=227 and archetypal test by Miller and Pätzmann (2023)

As demonstrated in Figure 15, the mother and beauty archetypes are the most dominant, with a score of 0.83 each. Consequently, Clooney personifies a multifaceted character, embodying both the values of caring, protective and encouraging on the one hand and the attributes of sensual, passionate and desirable on the other (Miller & Pätzmann, 2023). Mother earth

follows in second place with 0.75 points, and third place is shared by the archetypes mentor and leader with 0.67 points each. Clooney’s archetypal profile is aligned with five key roles that shape his public and commercial persona: Style Icon (beauty), Lifestyle Ambassador (mentor), Trusted Authority (leader), Cultivated Humanitarian (mother earth) and Protective Advocate (mother). As previously outlined in chapter 5.2.4, the role congruence category was investigated as part of the fifth assumption and the associated research question with the assistance of the six endorsement partnerships per celebrity. These results can now be combined with the assigned archetypes and key roles to determine whether there is a match between the brand and celebrity and the archetype.

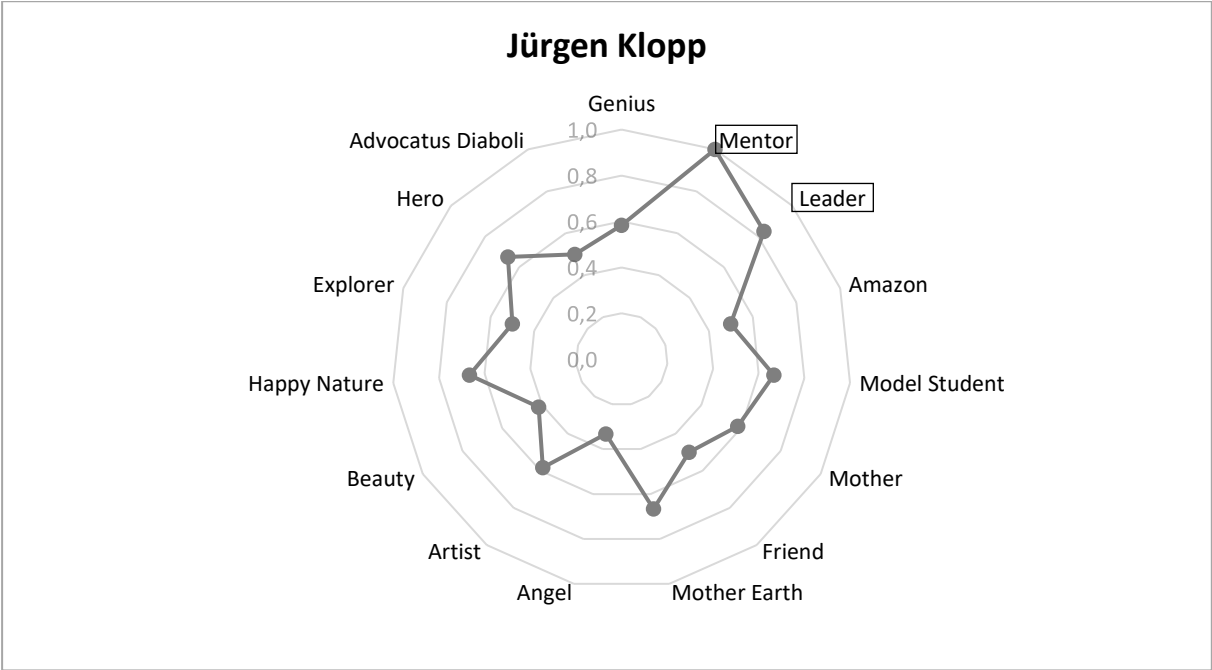
Brand	Matching Archetypes	Value and role congruence
Omega (Luxury Goods)	Beauty	<b>Role: Style Icon</b> Elegance, tradition, timeless, precision, style, luxury, (technical) innovation
Hugo Boss (Fashion)	Beauty	<b>Role: Style Icon</b> Modern, style, classic, premium, luxury, masculine, confident
Nespresso (Food and Beverage)	Mentor	<b>Role: Lifestyle Ambassador</b> Lifestyle, luxury, high quality, (partial) sustainable
Martini (Food and Beverage)	Mentor	<b>Role: Lifestyle Ambassador</b> Classic, tradition, elegance, lifestyle
Mercedes-Benz (Automotive)	Leader	<b>Role: Trusted Authority</b> Trustworthy, high-quality, luxurious, safety, (technical) innovation, tradition
Apple (Technology)	Leader	<b>Role: Trusted Authority</b> (Technical) innovation, consistency, design, quality, luxury →Weak image fit: Clooney is seen as traditional, Apple as disruptive

**Table 10: Archetype fit and role alignment across Clooney’s brand endorsements**

Source: Own research, QC Amap analysis, 2025, n=20 and UmfrageOnline, 2025, n=227

In the existing endorsement partnerships of George Clooney, his roles as a Style Icon and Lifestyle Ambassador are most prominently leveraged, with a strong emphasis placed on elegance, luxury and tradition. Conversely, the roles of Cultivated Humanitarian (mother earth) and Protective Advocate (mother) remain underutilised or only marginally represented,

as evidenced by limited collaborations such as the non-profit and charity platform Omaze. This finding indicates a yet unexploited potential for brands operating within socially responsible or ethically aware industries. Specifically, such brands could benefit from aligning with aspects of Clooney’s public image that have been neglected to date, thereby increasing the effectiveness of their endorsements.



**Figure 16: Archetypal spiderweb profile of Jürgen Klopp**  
 Source: Own research, QCMap analysis, 2025, n=20 and UmfrageOnline 2025, n=215 and archetypal test by Miller and Pätzmann (2023)

With the maximum score of 1.00, Jürgen Klopp embodies the Archetype of a mentor, characterised by the attributes of wisdom, inspiration and vision. The second most common role is that of the leader (0.83), and is characterised by its ability to convey values of seminality, assertiveness and self-confidence (Miller & Pätzmann, 2023). The third place position is shared by the four archetypes model student, mother earth, happy nature and hero, who each received 0.67 points. A detailed examination of the available data suggests the presence of four distinct roles for Klopp: Soccer Coach (leader, hero), Relatable Everyman (model student, mother earth), Entertainer (happy nature) and Trusted Guide (mentor). As with Clooney, the results can now be combined with the assigned archetypes to ascertain whether there is a match between brand and celebrity, and a fit with the archetype.

Brand	Matching Archetypes	Value and role congruence
Adidas (Sportswear)	Leader / Hero	<b>Role: Soccer Coach</b> Quality, tradition, sportiness, innovation, longevity, recognition, modern
Nivea Men (Personal Care)	Model student / Mother earth	<b>Role: Relatable Everyman</b> Comfort, trust, familiarity, credibility, tradition
Volkswagen (Automotive)	Model student / Mother earth	<b>Role: Relatable Everyman</b> Closeness to the people, quality, reliability, innovation, down-to-earth attitude, diversity, tradition
Erdinger (Food & Beverages / Beer)	Happy nature	<b>Role: Entertainer</b> Quality, joy of life, tradition, down-to-earth
Deutsche Vermögensberatung (Financial Product)	Mentor	<b>Role: Trusted Guide</b> Serious, formal →Weak emotional fit
Snickers (Food & Beverage)	Happy nature	<b>Role conflict: Entertainer</b> Humor, charisma, entertaining, tradition →Role conflict: Brand contradicts athletic, health-conscious image

**Table 11: Archetype fit and role alignment across Klopp’s brand endorsements**

Source: Own research, QC Amap analysis, 2025, n=20 and UmfrageOnline, 2025, n=215

In the existing endorsement partnerships of Jürgen Klopp, all his key roles, such as Soccer Coach, Relatable Everyman, Entertainer and Trusted Guide, are present. This can be attributed to the significantly higher number of endorsement partnerships he has entered into. The predominant role of the Soccer Coach is characterised by attributes such as expertise, responsibility, determination, and the ability to lead and inspire others. Furthermore, Klopp is frequently depicted as a relatable archetypal figure, often referred to as “the normal one”. This archetypal figure is characterized by authenticity, closeness to the public, and emotional accessibility. Future endorsement partnerships should align with these values, as they have demonstrated high perceived credibility and effectiveness. Conversely, niche or high-end products that fall outside this value framework may face challenges, resulting in a weaker brand celebrity fit and reduced persuasive impact.

In the quantitative survey (n=212), participants were invited to indicate which of the two celebrities they would be more likely to be persuaded to purchase an advertised product by. The result was relatively balanced, with 38.21% of respondents expressing a preference for

Clooney, 33.02% for Klopp, and 28.77% reporting no preference. However, it is noteworthy that approximately one third of the participants chose "no preference", a decision that may be indicative of a range of potential factors. One potential explanation for this phenomenon is the decline in the impact of celebrities as endorsers in general which is a consequence of the oversupply of such content and the diminishing attention span of the public. A further potential explanation pertains to the respondents' inability to identify with either Klopp or Clooney, or with the products they endorse. The absence of a clear preference may also be indicative of differing audience appeal: Typically, George Clooney's endorsements target a style-conscious, aspirational audience, often female. By contrast, Jürgen Klopp's endorsements resonate more strongly with soccer enthusiasts and a predominantly male, mainstream consumer base. If respondents did not belong to these specific groups, it is possible that neither celebrity may have stood out. Moreover, this phenomenon may be explained by the notion that the effectiveness and persuasiveness of a celebrity is contingent less on their level of recognition and more on the product and the brand image. This may also be due to the fact that the effectiveness and persuasiveness of a celebrity is more dependent on the product and the brand image than on their level of recognition. This phenomenon can be explained by the match-up hypothesis (Till & Busler, 2000), which posits that the level of recognition is less important than the fit between the brand and the celebrity endorser. Consequently, it is not possible to assert that George Clooney or Jürgen Klopp is more compelling without considering the specific context.

## 6 Discussion and Conclusion

### *Conclusion and answer to the central research question*

In conclusion, the master's thesis provides a comprehensive overview of the various theoretical models that have been employed to demonstrate the personality traits of the endorser that determine the effectiveness and persuasiveness of the endorsement. Pätzmann's and Hartwig's (2018) archetypal model was employed to assign specific archetypes to the celebrities, thereby enabling an analysis of the impact on the effectiveness of the brand.

Research findings indicate that the effectiveness of celebrity endorsement is contingent not solely on the prominence of the celebrity's name, but also on the extent to which the brand aligns with the values and image of the celebrity. This finding is consistent with the match-up hypothesis (Till & Busler, 2000). The selection of the most suitable celebrity is also influenced by personality traits and the associated archetype. The categories of attractiveness, likeability and credibility play a decisive role in this regard. The validity of these theories was tested and confirmed through analysis of two prominent figures: George Clooney and Jürgen Klopp. The study established that endorsements are most effective when there is an alignment of values between the endorser and the brand, as well as a match between the public perception of the roles of the celebrity and the brand's archetype.

In summary, the central research question - *How can the personality traits of a celebrity be matched with a brand's values to achieve an optimal fit and maximize the effectiveness of the celebrity endorsement?* – can be answered as follows. The research has demonstrated that the personality traits and values of a celebrity have a considerable influence on the manner in which brand endorsements are perceived by consumers. Utilising the findings of the qualitative QCAmap analysis demonstrated that the characteristics of attractiveness, likeability, credibility and brand celebrity match in particular have an influence on the effectiveness of a celebrity endorsement. Furthermore, the quantitative survey validated the initial findings, thereby demonstrating that consumers perceive an advertisement to be particularly effective if the values of the brand align with those of the celebrity. The two case studies of George Clooney and Jürgen Klopp demonstrate that there are endorsement partnerships which have achieved an optimal match between the celebrity and the brand, as well as those which are less in line with the values of the celebrity. A congruent outcome is

observed in the archetypal analysis of the personality traits of the two. It is evident that not every brand succeeds in achieving an optimal match with the publicly perceived role. Nevertheless, brands that have succeeded in creating an optimal brand celebrity match are perceived as particularly credible and convincing. This, in turn, enables them to maximise the effectiveness of their endorsements.

#### *Limitations and future research*

It is important to note that this research has limitations in terms of the generalisability of its findings. The empirical research focuses distinctly on three theoretical models. These models demonstrate the attributes of the endorser and the archetypal model of Pätzmann and Hartwig (2018). Furthermore, the research was conducted exclusively using the two case studies of George Clooney and Jürgen Klopp. In the QCAMap analysis, a limited number of interviews, statements and articles were considered, and a limited number of categories were formed. The quantitative survey was conducted exclusively among German consumers. Despite the attainment of a broad age distribution, the sample is not representative of the general population, with an over-representation of younger consumers. The archetype categorisation must also be critically examined, as not all statements could be answered, and the anti-archetypes were not included in the further analysis. It is recommended that further research be conducted in order to verify and expand upon the findings of this study. The research methodology of this work could also be extended to other prominent figures. In this context, other formats, such as commercials or social media posts, could be analysed. The survey can be extended to other target countries and target other age groups even more specifically. It is also possible to add further items to the survey, for example to analyse the correlation with educational attainment. A review of the relevant literature indicates a paucity of research on the influence of celebrity traits in celebrity endorsements. It is therefore recommended that further research be conducted in order to identify any potential inconsistencies in the existing results.

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# Affirmation

„I hereby confirm that I have authored this thesis independently and without illicit assistance from third parties and using solely the aids mentioned. The thoughts that were retrieved directly or indirectly from other sources are marked as such. The work was submitted or published so far in same or similar form of no other test authority.”

Bad Schussenried, 06.09.2025

Place, Date

A handwritten signature in black ink, consisting of a stylized first letter 'd' followed by several loops and a horizontal line extending to the right.

Signature