

Many famous athletes advertise different products. What are the advantages and disadvantages of it?

Sportspeople have a great influence on people's decision to purchase a wide range of commodities from footwear, apparel, to sugar drinks, cars, and even supplementary drugs. While there are certainly valid arguments to the contrary, I personally believe that the benefits of this method of advertisement far outweigh its drawbacks. This short essay will elaborate the pros and cons of such an approach to the advertising industry.

Hardly a day goes by without a new poster or billboard of a professional sport player endorsing a commercial product. Undoubtedly most of us have seen the American basketball legend, Michael Jordan, with his famous Nike shoes and incredible slam dunks. This can persuade many people to buy the same product ~~has been~~ used by stars to enable them to act like the icons advertising such products. Many critics strongly believe that this can jeopardize people's health if officials fail to manage it. Many a child or even teenager buys specific goods only because they saw them on a poster or during an official game used by their iconic character.

Having said that, had famous sportspeople not taken part in such advertisements, many humanitarian activities would not have been known by large groups of the populace around the globe. A typical exam of this, is the financial and non-financial aids gathered by Iranian soccer player, Ali Daie, who drew hundreds of thousands of people to help the earthquake-stricken regions in west part of Iran. Looking to each and every movement of sport stars, an overwhelming majority of individuals can follow a healthy lifestyle providing the sportspeople only accept the products to advertise that they are sure about their qualities, and not the amount of payment offered to them.

To cut a long story short, I believe people, athletes and shareholders of large companies can benefit from advertisement if appropriate laws are introduced, and constantly being monitored by officials. Only when the advertisement by celebrities is under surveillance of a group of experts selected by consumers, can we expect people from all walks to make an informed choice.