

Celebrity Ventures & Market Shifts: Esports Boom, Influencer Dominance, and

Celebrity Business · Answer Key · 15 Questions

1. Which of the following esports events, held in 2025, featured prominent global ambassadors like Cristiano Ronaldo and Magnus Carlsen, and offered a substantial prize pool of \$70 million?

- A) The International Dota 2 Championships
- B) The Esports World Cup**
- C) The League of Legends World Championship
- D) The Commonwealth Esports Championships

2. In 2025, what significant shift occurred in celebrity brand endorsements, leading to a sharp decline in traditional celebrity advertising?

- A) Brands increased spending on celebrity endorsements due to rising inflation
- B) Celebrity endorsements saw a 22% decline as brands shifted budgets to influencers**
- C) Celebrities began demanding higher fees, making them less viable for most brands
- D) New regulations mandated celebrity participation in only sustainable brands

3. According to projections, what is the expected global market size for the brand endorser market by 2034, driven by celebrity deals, influencer engines, and a focus on trust and transparency?

- A) \$14.3 billion
- B) \$33 billion
- C) \$54.8 billion**
- D) \$84.1 billion

4. Which of the following is a key trend shaping the luxury goods market in 2025, indicating a move away from purely product-centric approaches?

- A) Increased focus on traditional advertising channels like print media
- B) Brands are intensifying their focus on fast-fashion collaborations
- C) Shift towards purpose-driven, experience-led ecosystems emphasizing wellness and sustainability**
- D) Divergence from influencer marketing to focus solely on celebrity endorsements

5. As of October 2025, what is the projected market valuation for the Non-Fungible Token (NFT) market, with a significant portion driven by utility-focused NFTs in gaming and real-world asset tokenization?

- A) \$20 billion
- B) \$34.1 billion
- C) \$61 billion**
- D) \$84.13 billion

6. In 2025, how are AI tools primarily transforming content creation for creators and brands, according to industry reports?

- A) Replacing human creators entirely with AI-generated content
- B) Primarily used for advanced legal compliance and contract analysis
- C) Amplifying human effort for efficiency, personalization, and new monetization strategies**
- D) Focusing solely on the generation of virtual influencers for marketing campaigns

7. Which trend is significantly influencing the health and wellness industry in 2025, moving beyond quick fixes to focus on long-term vitality and proactive health management?

- A) The rise of diet pills and extreme fad diets
- B) Emphasis on 'longevity' as the new luxury, focusing on health span and proactive well-being**
- C) A return to purely physical fitness routines without mental health integration
- D) Increased reliance on traditional medical treatments over preventative care

8. In the evolving esports landscape of 2025, what new development is occurring regarding sponsorships, particularly in games like League of Legends and Valorant?

- A) Betting companies are being completely banned from all esports sponsorships
- B) Riot Games is now allowing betting companies to partner with teams, albeit with broadcast restrictions**
- C) Esports teams are exclusively partnering with sustainable fashion brands for sponsorships
- D) Esports organizations are shifting away from all forms of sponsorship to focus on direct fan funding

9. What significant market shift is occurring in 2025 regarding celebrity endorsements, with brands increasingly favoring other types of online personalities?

- A) Celebrities are gaining more ground due to their established global recognition
- B) Brands are increasingly prioritizing micro-influencers and content creators for authenticity and audience connection**
- C) Traditional celebrity endorsements are seeing a resurgence due to their cost-effectiveness
- D) The market is returning to a focus on mega-celebrities for major product launches

10. Private equity firms are increasingly investing in various sectors. Which of the following luxury-related areas has seen significant private equity interest for scaling brands and modernizing operations?

- A) Vintage clothing re-sale platforms
- B) Artisan soap-making cooperatives
- C) Established luxury brands**
- D) Independent travel agencies

11. In 2025, what is a key characteristic of the mental health and wellness market's growth, as highlighted by recent research?

A) Stagnation due to economic uncertainties

B) Significant growth, with mental wellness and wellness real estate being the fastest-growing segments

C) A decline in consumer interest due to increased awareness of its limitations

D) Focus shifting exclusively to physical health solutions, neglecting mental well-being

12. What regulatory changes are impacting digital advertising and endorsements globally in 2025, with a focus on transparency and consumer protection?

A) A complete deregulation of online advertising to foster innovation

B) Stricter rules requiring authentic product experience for endorsements and explicit labeling of advertisements

C) A shift towards algorithmic trading as the primary advertising model

D) The introduction of universal celebrity tax credits for endorsements

13. How is AI influencing content creation by 2025, according to industry insights?

A) AI is solely used for generating virtual influencers and avatars

B) AI is becoming indispensable for creators, amplifying human creativity and efficiency

C) AI tools are being phased out due to ethical concerns over authenticity

D) AI is primarily used to analyze historical celebrity endorsement data

14. In the context of the global luxury goods market in 2025, what trend is observed regarding consumer spending preferences?

A) A significant decrease in demand for experiential luxury services

B) Consumers are prioritizing spending on material goods over experiences

C) A growing preference for spending on experiences like travel and wellness over physical goods

D) Luxury brands are exclusively focusing on in-person retail experiences, eschewing digital platforms

15. What is a notable trend in the celebrity-backed brand landscape as of 2024/2025, particularly in the fashion and beauty sectors?

A) A decline in brand launches due to market saturation

B) Celebrities are primarily focusing on endorsements rather than creating their own brands

C) Brands founded by celebrities, like SKIMS and Fenty Beauty, are achieving significant market value and revenue

D) The focus is shifting towards niche, celebrity-adjacent micro-brands with minimal investment