

North American Celebrity Ventures & Market Shifts: The 2025 Landscape

Celebrity Business · Answer Key · 15 Questions

1. In 2025, what trend has significantly impacted the celebrity endorsement market, leading brands to shift budgets away from top-tier celebrities?

- A) Increased demand for celebrity-created NFTs
- B) A move towards micro-influencers and community-focused advertising**
- C) The rise of AI-generated celebrity endorsements
- D) A greater focus on traditional media advertising over digital platforms

2. Which of the following celebrity-backed beauty brands, launched in 2024, achieved significant market traction and was ranked as a top new brand by earned media value?

- A) Rhode Skin by Hailey Bieber
- B) Rare Beauty by Selena Gomez
- C) Fenty Hair by Rihanna**
- D) Kylie Cosmetics by Kylie Jenner

3. Private equity firms are increasingly investing in celebrity-owned companies. Which sector has seen substantial PE interest due to its potential for scaling and exit opportunities, bolstered by high-profile events like Taylor Swift's Eras Tour in 2024?

- A) Live entertainment**
- B) Independent film production
- C) Subscription box services
- D) Mobile gaming startups

4. In the evolving digital asset space, what role have NFTs played in celebrity ventures by 2025?

- A) They have primarily been used for celebrity-endorsed fashion lines.
- B) NFT collections launched by celebrities in 2024 generated millions in revenue and offered new revenue streams.**
- C) NFTs are exclusively being used for virtual real estate investments by celebrities.
- D) Celebrities are boycotting NFTs due to environmental concerns.

5. Mark Cuban and Kevin Durant were identified as highly active celebrity investors in FinTech. Which of the following was NOT among Kevin Durant's key FinTech investments between 2019-2023?

- A) Goalsetter
- B) Jeeves
- C) Titan
- D) Prizeout**

6. The luxury fashion market in 2025 has seen a resurgence in specific types of items. Which category has shoppers become more heavily invested in, alongside archival pieces and nostalgia-coded fashion?

- A) Fast fashion collaborations
- B) Mass-produced athleisure wear
- C) Fine jewelry**
- D) Limited edition streetwear drops

7. As of 2025, the US recorded music industry achieved a record high in wholesale annual revenue. What percentage of this total US revenue did streaming represent for the fifth straight year?

- A) 69%
- B) 82%**
- C) 50%
- D) 75%

8. The rise of 'everyday celebrities' or social media influencers is a significant trend. Compared to traditional A-list celebrities, what is a key benefit brands gain from partnering with these 'everyday celebrities'?

- A) Lower brand recognition
- B) Higher engagement rates**
- C) Less authenticity
- D) Broader market reach

9. In 2024, celebrity-backed production companies in Hollywood faced challenges. What was a primary reason for these struggles?

- A) Over-reliance on live event revenue
- B) A decline in demand for documentaries
- C) Hollywood cutting spending and streamers' reduced appetite for content**
- D) Increased competition from independent artists

10. Which celebrity-owned brand, known for its inclusive shapewear, was valued at \$3.2 billion in 2022?

- A) Fenty Beauty
- B) Goop
- C) SKIMS**
- D) Honest Company

11. Regarding celebrity involvement in FinTech, between 2019-2023, who were the two most active celebrity investors, each investing in eight companies?

- A) Ryan Reynolds and Blake Lively
- B) Taylor Swift and Travis Kelce
- C) Kevin Durant and Mark Cuban**
- D) Kim Kardashian and Kanye West

12. What is a key trend shaping the fashion industry in 2025, influencing designers and consumer preferences?

- A) A complete abandonment of natural fibers for synthetics
- B) Increased focus on sustainability and ethical consumption**
- C) Exclusivity through limited-edition physical products only
- D) A return to purely formal wear for all occasions

13. The influencer marketing industry is projected to reach a significant global ad spending figure by 2025. Approximately how much is this projected to be?

- A) \$10 billion
- B) \$24 billion
- C) \$32.55 billion**
- D) \$50 billion

14. In the North American market, what was the key strategic shift for brands in 2025 regarding celebrity endorsements, according to TAM AdEx data?

- A) A 22% decline in celebrity-based ad volume**
- B) A significant increase in advertising spend on A-list actors
- C) A shift towards regional celebrities over global stars
- D) A rise in endorsement deals for new reality TV personalities

15. Which of these celebrity-backed ventures saw a significant acquisition, with Diageo purchasing it for \$1 billion in 2017, highlighting the financial success of celebrity spirits brands?

- A) Aviation Gin
- B) Casamigos Tequila**
- C) 818 Tequila
- D) Teremana Tequila