

S.P.E.C.T.O.R 163

Chapter 163: Explaining endorsements

Xer-verse, the largest social media platform in the known universe.

If anything of interest happened anywhere in the known universe, you would find people of many different races and species talking about it here.

Right now, the top trending topic on the front page was the most recent episode of The MMM Show that had just finished.

[[The MMM Shows unexpected surprise guests and Diva Lorelie's new song]]

[... Did everyone watch it? Talk about one surprise after another.]

[... Damn right I did, Dova Lorelie's new song was banging.]

[... It was soooo good, I can't get it out of my head.]

[... I know, right, I can't stop humming that tune.]

[... It was so catchy.]

[...How does she do it? Not only has she created an entirely new genre of music, but she's throwing it one new song after another.]

[... There's a reason she's the No. 1 Diva when it comes to singers.]

[... Damn straight. Where are the hatters who previously said she was going to lose her title of Diva?]

[... They have all gone to hide behind their mummies, honestly, Drotas Entertainment must be kicking themselves now.]

[... They are just getting their just deserts.]

[... It's true, if they had supported Diva Lorelie, they would be raking in the credits, but now all they can do is watch on as another entertainment grabs this golden phoenix.]

[... That song though, god damn. I've never heard Diva Lorelie pull off those high notes before.]

[... I know, right, she certainly shocked everyone with that performance.]

[... I agree. That was probably the best performance of her life. Has anyone ever seen her sing a song better?]

[... No]

[... Not here.]

[... It was definitely an amazing performance.]

[... I want to listen to it again. How long before The MMM Show uploads a vid of it?]

[... Give them at least an hour to edit it.]

[... Too slow.]

[... What about Dragon Princess Tephe? Her sudden appearance was a total shock.]

[... You mean 'Tephe'.]

[... Oh, right.]

[... She really is as beautiful as the rumours said.]

[... She also seems totally sweet.]

[... Don't forget Diva Rowena, she was looking sexy AF, especially in those clothes.... Actually, they all looked great in them.]

[... I know, right, what did Diva Rowena call them again?]

[... Sweats.]

[... Right, I wonder if it's possible to get my hands on some? They did look super comfy.]

[... You idiot, Diva Rowena said that they came from her current host's home planet; the fact that we have never seen or heard of them before means that they are from outside the known universe.]

[... Fuck, I wanted some to lounge around in.]

[... Same.]

[... I wanted some for my girlfriend so that I can check her out in them.]

[... Kek.]

[... 😊]

[... Fucking perv.]

[... That whole holocall on the show was cool.]

[... Yeah, I wouldn't mind seeing more of that if it gets us more celebrity interviews.]



"Well, that appears to have been a huge success, judging by these comments," Rowena said happily as the five of them relaxed in the mess hall, reading the comments on Xer-verse after The MMM Show finished.

"I must say that I thoroughly enjoyed your performance," Adam said to Lorelie. "I have listened to many singers from my world, but none of them can match you when it comes to singing."

"Thank you," Lorelie replied with a warm smile and reddened cheeks.

"You were amazing, Diva Lorelie," Tephe said happily.

"Yes, your performance was amazing." Stacey agreed.

"Thank you both."

"How are you able to remember the songs so well, along with editing out the lyrics and putting your own spin on them? After all, it's only been a couple of weeks," Adam asked.

"It's because she's a Merinmian; all Merinmians have a natural talent when it comes to music, specifically singing. However, Lorelie is a cut above the rest." Rowena explained.

"You praise me too much." Lorelie replied with a warm smile.

“Either way, it seems like giving you that music was the correct choice,” Adam said, making Lorelie smile even more.

“Erkath seemed interested in the sweats were wearing, maybe I should send her some,” Rowena commented as she looked down at the comfy clothes she was wearing before turning to Adam to ask. “Do you mind?”

“Not at all, maybe you should add them to your clothing line and sell them to your fans also,” Adam suggested.

“Clothing line? Do you mean my merchandise? Rowena asked.

“No, I mean a clothing line you endorse for a clothing company,” Adam replied.

“I don’t follow,” Rowena replied with confusion, a reaction shared with the other women.

Adam stared at her for a moment before he thought of a possibility and sighed.

“Please tell me that the clothing companies out here use celebrities, sports stars, and other famous and popular people for clothing endorsements.”

“Clothing endorsements?” Lorelie asked with confusion.

“Oh my lord,” Adam said as he covered his face with one hand before saying. “How have they not even figured out how to use you to make credits?”

“Use us?” Rowena asked with confusion.

“How do companies that make clothing, jewellery, and such advertise their products presently?”

“They hire a model like me for a photoshoot or do a promotional video, obviously,” Rowena replied.

“Sure, that’s one way to do it, but it also limits your customer base because not everyone is your fan, right?”

“Well, that’s true.”

“Ok, let me explain then.” Adam began.

“Say I’m the owner of a major clothing company and I want my latest product to sell well.

What you're saying is that I would normally hire you as my model, but what if I hired both you and Lorelie?”

“Lorelie is not a model.”

“No, but she could be, it’s just posing for photos, something she does often with her fans after, right?.” Adam asked as he looked at Lorelie.

“Sure,” Lorelie said in confirmation.

“Ok, so what would happen if I hired you both compared to just you?”

“Then you would attract more attention not just from my fans but Lorelie’s as well,” Rowena replied in realisation.

“Exactly. An endorsement is when a popular celebrity publicly promotes a clothing or other brand in exchange for compensation or benefits.

You just have to find the right sort of celebrity to match the brand, a sports star for sports goods, a woman for women's clothing or jewellery, a man for men's." Adam explained before turning to Lorelie and asking.

"Has no company ever approached you about showcasing their products?"

"No," Lorelie replied while shaking her head.

"Gods, the entertainment industry out here is so stagnated. Ok, this is a chance for you both."

"Another one?" Rowena asked with a chuckle.

"Yes, another one. Since no one has done this before, it means that we have an untapped market we can take advantage of. I'm assuming you have plenty of celebrity friends.

How would they feel about making a few extra credits for spending a few hours doing a photoshoot?"

"Who would refuse extra credits?" Rowena asked in return.

"Then do you have any close and I mean extremely close friends or family who own a clothing label?"

"We both do." Lorelie replied before continuing. "I have a friend on my home planet that we're heading for who specialises in swimwear.

Since the planets of the Oasis Galaxy are mainly water, it is a fairly successful business."

"And I have a friend who owns a clothing company I sometimes model for as a favour. Because of this, they are also rather successful in the universe." Rowena replied.

"Would they be interested in a new and untapped business area, and can we trust them to keep it secret until it's ready to launch?" Adam asked.

“Definitely.” They both replied.

“Ok, can you ask your friend to meet us on Oceana Seven? That way I won’t have to explain everything several times.”

“That won’t be a problem, though, even if I contact her now, she won’t arrive there until a couple of days after us,” Rowena replied.

“That’s fine, it will give us plenty of time to settle in.” Adam replied before looking at Lorelie and asking, “I’m assuming we will be on Oceana Seven for a while. How many concerts do you plan to do there?”

“I honestly hadn’t decided yet, as I need to speak to the royal family about the arrangements and wanted to ask your opinion,” Lorelie replied.

“Why ask mine? I’m just the bodyguard; it’s up to the singer how many shows she wants to perform.”

“Well, I know that you’re interested in exploring the universe, and I don’t want to bore you by staying on one planet too long.”

“It’s a planet, I’m sure there is loads to see and do there, plus as long as I get to hear you sing more, I’m happy with being your bodyguard for a long time,” Adam replied happily, causing Lorelie to blush again.

“Smooth,” Rowena said with her signature smirk.