ONE CELEBRITY INFINITE POSSIBILITIES

How Celebrity Digital Twins Could Reshape Endorsements



SWIPE TO LEARN MORE

FMI

THE RISE OF DIGITAL CELEBRITIES

A celebrity can now license more than their image

In September 2026, footballer Cristian Volpato licensed his AI likeness through Callandor, allowing the company to pursue approved commercial opportunities. Its campaigns are still in pilot stages.



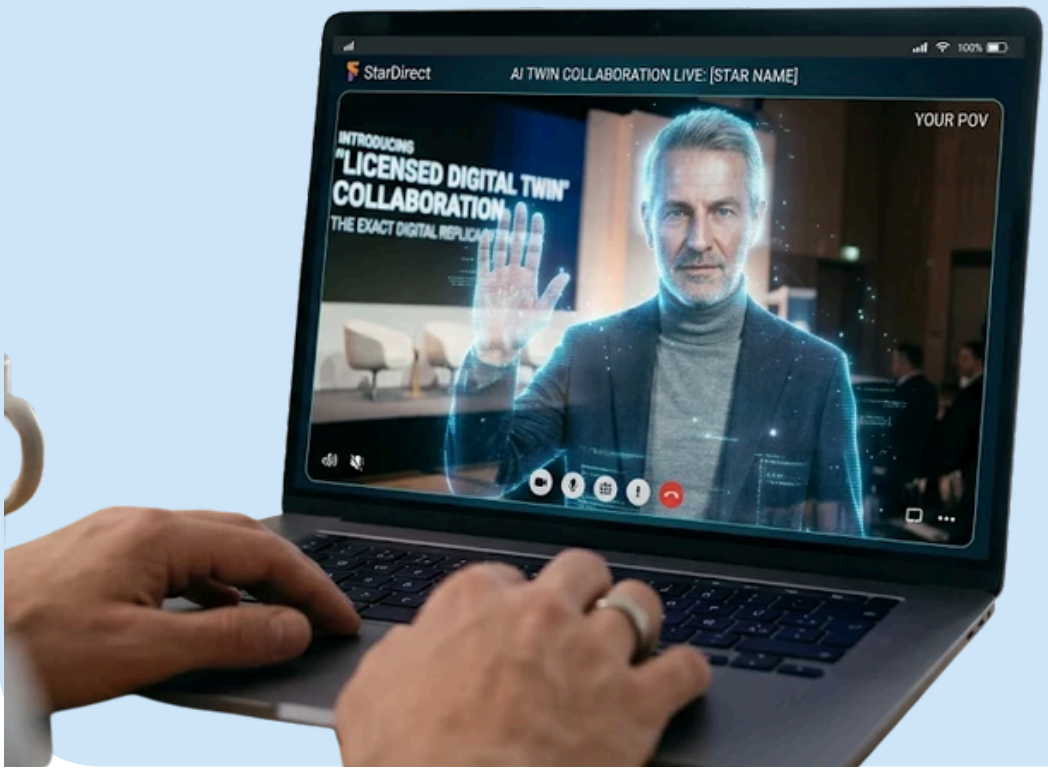
Celebrity endorsement can become a bigger digital asset.

Source: The Guardian, 2026

FROM ADS TO ANSWERS

What if your favourite celebrity could help you shop?

These AI twins could offer advice rather than deliver a scripted message through chat features on their website and/or social media platforms.



This could develop further from chats to video interactions!

Endorsements could become one-on-one conversations with consumers.

FMI

ONE CELEBRITY THOUSANDS OF ADS





9 LANGUAGES

David Beckham × Malaria No More
AI helped him appear to speak nine languages in the campaign.

130,000 ADS

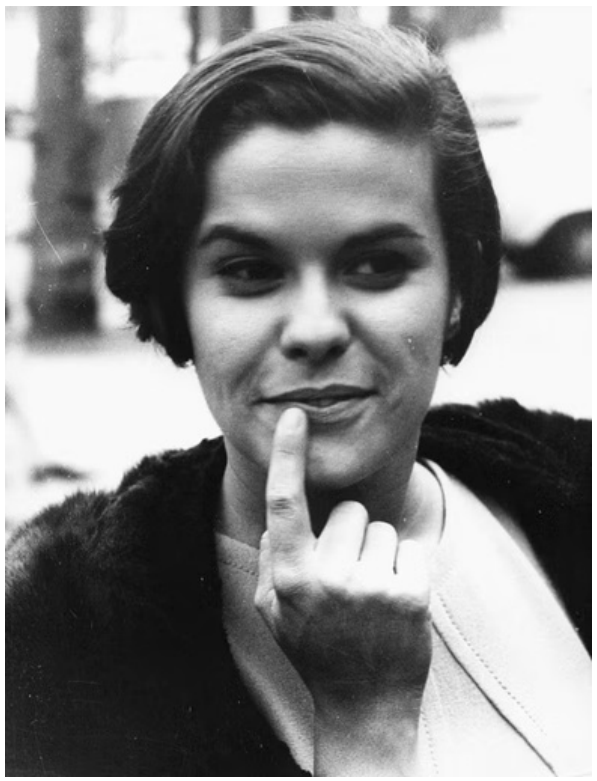
Shah Rukh Khan × Cadbury
AI was used to create personalized ads featuring local stores.

AI could turn one celebrity endorsement into thousands of localized brand messages.

FMI

COULD ENDORSEMENTS LAST FOREVER?

AI could extend a celebrity's marketing presence beyond their lifetime.



ARCHIVAL PHOTO



AI RECREATION*

In 2023, Volkswagen used AI to recreate late singer Elis Regina for a campaign.

A digital likeness could become a long-term marketing asset - but who controls it?

*AI recreation shown here is illustrative, not from the Volkswagen campaign.

FMI

THREE QUESTIONS BRANDS CAN'T IGNORE

Celebrity digital twins only work if consumers trust what they see.

CONSENT

Who approved the likeness?

AUTHENTICITY

Would the real celebrity say this?

TRANSPARENCY

Can consumers tell it's AI?

Scale creates opportunity. Trust determines whether it lasts.

FMI

WANT TO LEARN MORE?

FOLLOW THE FUTURE OF MARKETING INSTITUTE ON ALL PLATFORMS

@future.mktg

@futureofmarketinginstitute

futureofmarketinginsitute.com

@thefuturemktg