

Securing A Celebrity Spokesperson

3 Secrets Your Competitors (And your Client) May Not Know!

A PR Agency Guide into Celebrity Acquisition
from an Industry Insider



Presented by



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Secret #1

Our client asked us about securing a Celebrity spokesperson but we don't have significant experience executing the vetting and acquisition, where do we start?

Most people put their trust into search engines such as Bing or Google to find the Talent and fees, but what they usually find are agencies that specialize in Talent Acquisition. This process delivers results – a mix of great, good and bad agencies - but how do you find the right agency...?

Ask the tough questions.

Do you exclusively represent Talent?

This question is important to understand the relationship the Agency has with Talent and their overall business objectives. Do you want an Agency that represents Talent to represent your client in finding the right Talent?

While the quick answer may seem to be yes because they understand the Talent business, here is why it is actually NO! If the Agency exclusively represents Talent, their job is to maximize the compensation and minimize the work for their client, the Talent.

Further, if you request Talent recommendations, it is likely they will present their clients first before offering you other Talent ideas. And finally, do you expect an agent to tell you their client is 'difficult to manage' or isn't able to deliver key messages about the campaign to the media?

Your agency should represent you and provide valuable insight into each celebrity recommendation – both the positive and potential red flags.

The best 'everyday' example for this scenario is... If you were buying a house, would you want to be represented by the Seller's Agent? The answer is NO!

How does the Celebrity Acquisition agency get paid?

Establish this from onset as it will eliminate potential issues down the road. Agencies have different business models and commission levels so it is important to create complete transparency.



Secret #2

Don't fall for the 'Celebrity Mirage' or 'Vanity Buy'

Hiring the right Celebrity, at the right price, that appeals to the right demographic is critical to the success of any Celebrity campaign.

— Evan Morgenstein

The client is always right...right?

Wrong. A 'Vanity Buy' is when your client is pushing for a specific Celebrity because they are a personal 'fan' of the Celebrity. For instance, maybe they love country music and want a country music star to work with the brand, or their child is a die-hard Yankees fan so they push for a Yankees player to be the brand ambassador.

While a 'vanity buy' may please the client short-term, if the Celebrity is not the best fit for the overall campaign the client's happiness will be short-lived.

A Celebrity Mirage is a Celebrity that has a lot of previous success but isn't trending towards future success. While the Celebrity may be affordable or a good 'spend', what is their relevancy and are they bookable for a media tour?

Engage with a Talent based on who they are now and where they are going, not who they were (unless your campaign is about the past!)

Secret #3

What does a celebrity cost?



Understanding Cost

This is the most frequently asked question and unfortunately, there is no exact answer. Many factors contribute to a Celebrity's fee:

- Supply and demand
- Scope-of-work
- Usages
- Days of Service
- Category exclusivity
- Other upcoming projects

For one-off events, appearances or speaking engagements, most Celebrities have a 'rate card' excluding the bigger A-list Celebrities, who are more commodity-based.

Industry experts can provide guidance on the valuation of specific celebrities. Keep in mind, a good Celebrity acquisition isn't necessarily about how much or little you spent, but rather, what assets you acquired so you can best leverage the Celebrity to drive your brand or campaign.



Written By:

This informative White Paper comes from the trenches of Celebrity acquisition by Evan Morgenstein, CEO/President of CelebExperts, LLC, one of the industry's foremost authorities as seen on NBC, FOX, MSNBC, Wall Street Journal, Sports Illustrated, USA Today, Forbes and many other top media outlets.

Morgenstein has been integrally involved with over \$40,000,000 worth of Celebrity deals since 1991. As both a seller and buyer of Celebrity Talent, Morgenstein has worked with some of the largest companies in the world (BP, Microsoft, Coca-Cola, McDonalds, IBM and Nike) through start-ups and small businesses who never thought they could afford a Celebrity spokesperson.

This was illustrated in a September, 2013 article on Morgenstein and CelebExperts in Forbes:

[Can Small Businesses Really Afford Celebrity Endorsements?](#)

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