

“Fame is like a V.I.P. pass wherever you want to go.”
 – Leonardo DiCaprio



ENTERTAINMENT CAPABILITIES

Marketers are increasingly turning to entertainment marketing to help their products and services cut through the clutter. With the right celebrity association, movie or TV tie-in, music/sports partnership, or sponsorship opportunity, the entertainment world offers added star power and sizzle, providing one of the fastest ways to drive mainstream brand awareness and build brand identity.

The Hunter Public Relations Entertainment Department is tapped-into the worlds of pop culture, lifestyle, fashion and entertainment. Combined with a strategic public relations point-of-view, Hunter PR's Entertainment Department can help authentically position brands to attain the right amount of “cool factor” and VIP status.

Whether helping Altoids get into the hands of today's hottest stars, leveraging Jell-O's association with a major feature film release, or activating an awards show sponsorship on behalf of Hasbro Games, Hunter PR understands how to make—and keep—brands in the front of consumers' minds.

CORE COMPETENCIES

CELEBRITY SEEDING

Third-party endorsements from trusted sources can drive sales and awareness of products almost overnight. Often referred to as the “Oprah effect,” this phenomenon can be brought about through careful and strategic seeding of a product with targeted groups of influencers. The Hunter PR Entertainment Department maintains a proprietary celebrity contact database, which puts products into the right hands—and valuable testimonials from the people who influence the target consumers.

ENTERTAINMENT MEDIA RELATIONS

Close relationships with broadcast and print media—from *Entertainment Tonight* and *Access Hollywood*, to *People* and *InTouch*, as well as online media outlets such as Perez Hilton to TMZ—enables Hunter PR to get ink and airtime for brands in these influential media outlets.

SPECIAL EVENTS

Red carpet events, pop-up stores, and new product launches are effectively navigated by a staff of account professionals who know how to throw a good party that yields great results! From finding the “it” night club or restaurant to use as a backdrop, to ensuring the “right” people are going to show up, the Hunter PR Entertainment Department makes sure a brand's message is headlining the marquee.

TALENT NEGOTIATION

Matching the right celebrity with the right brand and the right project can align the stars, providing a halo of third-party credibility that can “glow” in the distance. The Hunter PR Entertainment Department can research and identify what projects celebrities are working on, what they like and dislike, and how they can authentically deliver a brand's story.

SPONSORSHIP NEGOTIATION/ACTIVATION

From sports, music, entertainment and fashion, there are a multitude of high profile and niche events that help generate brand awareness. By working closely with a client to understand the brand's objectives, target audience, and the story to be told, Hunter PR can pinpoint the right event to successfully activate a sponsorship that will reach the target consumer where he/she is most receptive to hearing your message.

BRANDED ENTERTAINMENT

In a world of digital video recorders and quick and easily available online content, it is becoming increasingly difficult to ensure that your brand's message is not skipped by the touch of a remote control or mouse. Done correctly, branded entertainment authentically integrates your brand into a story line of your consumer's favorite TV or film property. Whether you're leveraging an existing integration or searching of the perfect opportunity to position your brand in a TV or film project, Hunter PR Entertainment can help to strategically align your brand with the most relevant property that will resonate with your core consumer.