

Celebrity Booking Agency The Celebrity Source Matches Brands To The Perfect Celebrities For Promotional Campaigns

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Celebrity booking agency The Celebrity Source is helping brands leverage the power of celebrity and influencer strategies to increase their appeal and benefit from name recognition.

Founded in 1988, the company boasts over 35 years of experience matching the perfect celebrities or influencers to brands, events, and campaigns. To date, The Celebrity Source has facilitated over 1000 campaigns for clients across a wide range of industries including big names such as Coca-Cola, Calvin Klein, Toyota, and more. Its campaigns have reached tens of millions of consumers and helped its clients succeed in some of the most competitive markets.

With an unlimited celebrity network that boasts prominent names in film, television, music, sports, fashion, and social media, The Celebrity Source offers its clients a range of services including booking celebrity event appearances and speakers, PR, marketing, and advertising campaigns, product endorsements and testimonials, brand ambassadors, and spokespersons, virtual appearances and digital campaigns, cause-related marketing advisory boards, influencers and social media campaigns, and celebrity gifting and

award show gift lounges.

?We do not represent the celebrities,? says CEO Laurie Kessler. ?Though we leverage our strong insider relationships and provide direct access to thousands of celebrities, at the end of the day, we represent you, our clients. We make it easy to book a celebrity for your event or promotional campaign and work throughout the process to protect your best interests. We also handle all the talent procurement, negotiations, and logistics on your behalf.?

Some of the celebrities that The Celebrity Source has worked with include Matthew McConaughey, Oprah Winfrey, Jamie Foxx, Martha Stewart, Joe Jonas, Kelly Clarkson, Regina King, Sting, Christina Aguilera, Halle Berry, Will Smith, America Ferrera, Mark Cuban, Queen Latifah, Megan Fox, Morgan Freeman, Sharon Stone, Neil Patrick Harris, Heidi Klum, Schwarzenegger, Josh Brolin, Courtney Cox, Magic Johnson, Vivica A. Fox, Eva Longoria, George Takei, Mayim Bialik, Adrien Brody, William Shatner, Melissa McCarthy, and more.

The Celebrity Source has received several glowing testimonials from the clients it has served over the years for its handling of celebrity interactions. Benjamin Nathan, Director and Founder of All Of Us Films says, ?Working with The Celebrity Source team was a dream come true -- they were creative, thoughtful, and fearless in their approach, and our event exceeded our expectations with their help! If you want to take the guesswork out of sourcing talent, The Celebrity Source is the way to go.?

The company utilizes a seven-phase process to successfully match clients to celebrities and make the union happen for the marketing campaign or event. Phase 1 is determining the client?s needs for celebrity participation. The company asks a series of questions to determine the client's needs and requirements and will not accept a project unless it can successfully deliver those expectations.

Phase 2 involves researching celebrity candidates to find the right match. An ideal candidate list is created to narrow down prospects through extensive research. During Phase 3, the celebrity list is approved by the clients giving them full control over the terms that will be presented and the amount of money that will be offered. Phase 4 includes conducting celebrity outreach by contacting their personal assistants or celebrity management teams.

During Phase 5, the company negotiates the celebrity?s fees and other motivators beyond money. The Celebrity Source will always act in its client?s best interests throughout the negotiations. For Phase 6, the company coordinates with the celebrity to ensure that everyone is on the same page and is fully informed throughout every step of the process.

?The work does not conclude even after the project is completed,? says Laurie. ?After a successful

campaign, for Phase 7, we handle the wrap up which can include sending a simple thank you note or gift to a celebrity, reviewing program results, or discussing another project together.?

Readers interested in getting the perfect celebrities to endorse their products and campaigns can contact The Celebrity Source at (800) 226-9766 or info@thecelebritysource.com to get started with the company?s services.

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For more information about The Celebrity Source, contact the company here:The Celebrity SourceLaurie Kessler800-226-9766info@thecelebritysource.com

The Celebrity Source

The Celebrity Source is a celebrity booking agency like no other. We have been helping our clients build their brands and increase profits through the use of celebrities and influencers for over 30 years.

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