

The Celebrity Source Is Sharing Tips On How To Book A Celebrity For A Campaign

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Celebrity booking agency The Celebrity Source shares several tips on how to book a celebrity or influencer for brand endorsements and events.

Established in 1988, The Celebrity Source has over 35 years of experience matching the perfect celebrities, influencers, and speakers to brands, businesses, and nonprofits. The company focuses on supporting PR, marketing, advertising, event, and communications agencies, as well as brands and organizations directly.

?Whether you are looking to bring on a celebrity from film, television, music, sports, fashion, social media influencers and experts in a variety of fields,? says Laurie Kessler, CEO of The Celebrity Source, ?we tap into our vast network of the who?s who in these industries to find you the perfect endorsement for your brand. Our decades of experience also make us uniquely suited to make sure the partnership is mutually beneficial and it is a smooth and pleasant experience for both you and your chosen celebrity.?

The secret behind the company?s long string of successes is the seven-phase process that helps it understand each client?s needs, identify the right celebrities, strategize the best approach, negotiate the

lowest fees, confirm celebrity participation, and coordinate all of the details for their involvement.

?We represent you, our clients, not the talent,? Kessler says. ?We don?t accept a project unless we can successfully fulfill your expectations. So, it begins with a thorough understanding of your goals for your brand or campaign. This helps us narrow down celebrities who are a perfect fit for the values that you and your business stand for.?

Kessler advises brands to pay special attention to whether a celebrity is a credible and authentic match for the event, project, or campaign. This entails understanding the public image of the ideal celebrity, the choices and preferences of their fans, their own interests in the cause or product that the client is championing, and, finally, the celebrity?s schedule so that they can dedicate enough time to the campaign.

?Once we identify a strategically curated list of talent options, you have full control over who is approved for outreach and the amount of money to be offered to the talent,? Kessler says. ?We only make offers to celebrities that you have approved by reaching out to the star themselves, their personal assistants, or their management teams. We can even help you with the negotiation process, discussing the range of fees you are comfortable offering as well as other motivators for the celebrity.?

After the celebrity has agreed to participate, the staff at The Celebrity Source handles the coordination and ensures both parties are kept fully informed throughout every step of the process. Finally, once the project has been completed, the company?s staff handles the wrap-up including sending a simple thank you note or gift to the celebrity, reviewing program results, or discussing another project together.

?It is not merely about making a connection,? Kessler says. ?Partnering with a celebrity to represent your carefully crafted and marketed brand is a long-term process that can bring you the right kind of attention and open up your offerings to your audience. So, we work diligently to ensure both the talent and our clients are happy with the results and, if possible, may want to work together again in the future.?

To date, The Celebrity Source has worked with thousands of celebrities and brands in a variety of industries such as Coca-Cola, Calvin Klein, Toyota, and many more. The campaigns The Celebrity Source has overseen has helped its clients reach millions of targeted consumers across the globe.

Some of the notable celebrities that the company has worked with in the past 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, and many more.

Readers can contact the celebrity booking agency at (800) 226-9766 or info@thecelebritysource.com for

inquiries and to get started with its 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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