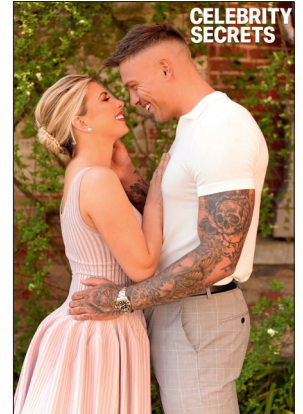
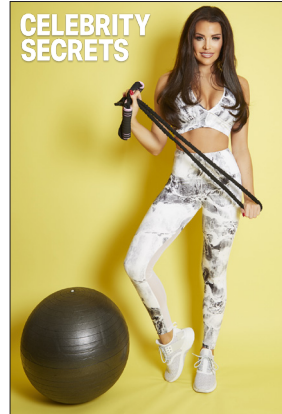


CELEBRITY SECRETS®

Celebrity Endorsements

POSTED WEEKLY ACROSS INSTAGRAM AND TWITTER BY LEADING CELEBRITIES AND INFLUENCERS



As part of the highly successful *Celebrity Secrets* lifestyle brand, we offer a wide variety of celebrity endorsement packages, including the option of video, image and caption or a brand ambassadorship across both Instagram and Twitter platforms.

Celebrity Secrets work with a large portfolio of leading celebrities and influencers. Our partners endorse everything from the latest fashion, fragrances and beauty products, to travel destinations and cutting-edge health and fitness trends. These celebrity endorsements are particularly effective when working across the much-loved themes of the *Celebrity Secrets* lifestyle series, affording followers the opportunity to go behind the scenes and learn which products, services and brands their favourite celebrities know and love.

The brand value added by such celebrities on

social media can be a long-term marketing asset for companies, and the results from these call-to-actions can garner immediate results. Due to *Celebrity Secrets*' unique position in the market place, we understand the shared values between

“Social media allows you to engage and interact with consumers unlike any other platform”

the brand and the talent, ensuring the relationship is authentic and natural, in order to generate the best level of engagement.

By connecting brands with celebrities, we provide consumers all the information they need to live the high life like their favourite stars. This

provides companies with the perfect shop window to promote their brand message on social media platforms, where followers are highly susceptible to celebrity lifestyle content.

THEMES

- FOOD & DRINK
- TRAVEL
- HEALTH & FITNESS
- FINANCES
- HAIR & BEAUTY
- MUM & BABY
- FASHION & ACCESSORIES
- WEDDINGS

Instagram AT A GLANCE

- 68% of users are female
- 72% of users bought a product they saw on Instagram
- Accounts for 51% of all purchases made from social media
- The engagement rate has increased by 87% in the last 12 months
- Influencers are responsible for every 1 in 4 sales via Instagram

RATE CARD

- **Video** £10 per 1,000 followers
- **Image & caption** £8 per 1,000 followers
- **Brand ambassador** POA

Twitter AT A GLANCE

- Users shop online 6.9 times a month
- Most affluent users of any social network - average annual income of £47,566
- 99% increase in engagement this year
- 40% of users have made a purchase as a direct result of a tweet from an influencer
- Users are 5.2 times more likely to purchase a product from an influencer post than from a brand post

RATE CARD

- **Video** £8 per 1,000 followers
- **Image & caption** £6 per 1,000 followers
- **Brand ambassador** POA

PROCESS

- Client books the celebrity/influencer
- Client fills out a briefing sheet pertaining to what the celebrity/influencer will say
- Celebrity Secrets (CS) will edit and send the brief to the client for approval
- Client sends the product to CS, who will pass it on to the celebrity/influencer
- The celebrity completes the video/image and sends it back to CS
- CS will carry out all necessary production work to prepare the endorsement
- CS will send to the client for proofing
- Once approved, CS will send the image/video to the celebrity/influencer for posting

MEDIA SALES

Tel: 020 3589 7832

digital@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 020 3478 6016

jennifer@hurstmediacompany.co.uk

