

# 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 social media influencers.

Our partners can endorse everything – from the latest fashion trends, fragrances and beauty products, to travel destinations and cutting-edge health and fitness practices. These celebrity endorsements are particularly effective when working across the much-

loved themes of the Celebrity Secrets lifestyle series, giving followers the opportunity to go behind the scenes and learn which products, services and brands their favourite celebrities both know and love.

**"Social media allows you to engage and interact with consumers unlike any other platform"**

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 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.

### ENDORSEMENT THEMES

Food & Drink • Travel • Health & Fitness • Finances • Hair & Beauty • Mum & Baby • Fashion & Accessories • Weddings

#### INSTAGRAM

- 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
- 35% of 30-49 year olds have Instagram

#### RATE CARD

- Video = £10 per 1,000 followers (based on 3million followers)
- Image & caption = £8 per 1,000 followers (based on 3m followers)
- Brand ambassador = P.O.A.

#### TWITTER

- 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 = P.O.A.

#### 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