



P&G

Celebrity Management

BEST PRACTICES
AND GUIDELINES

Agenda



End-to-End Process



Strategic Need



Selection



Building a Relationship



Approvals



Contract Negotiation



Prepare for Amplification



Stakeholders Roles And Responsibilities



Process Q&A



Further reading/



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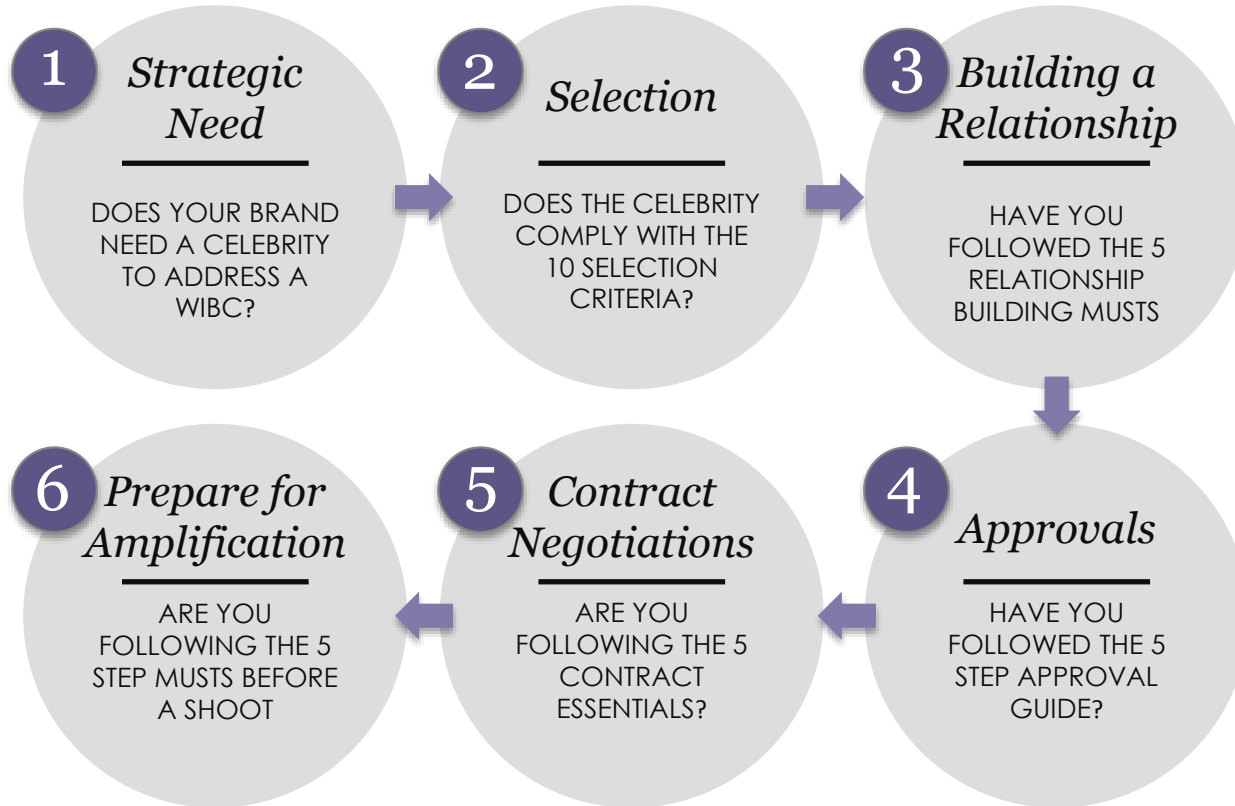
End-To-End Process



BEST PRACTICES
AND GUIDELINES



END-TO-END PROCESS



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Strategic Need

CELEBRITY
MANAGEMENT



STRATEGIC NEED



*Build
brand's
equity*

A circular image showing a woman with long, dark, wavy hair, smiling, wearing a blue top.

*Drive
credibility*

A circular image showing a woman with blonde hair, wearing a white lab coat over a blue shirt, smiling.

*Drive
awareness*

A circular image showing a woman with long, wavy blonde hair, wearing a blue dress, posing with her hand near her hair.

*Engage with
target
audience*

A circular image showing a group of young people, mostly of Asian descent, looking at a smartphone together.

*Influence 9%
and 90%*

A circular image showing a woman with blonde hair and sunglasses, wearing a green jacket, signing autographs for a crowd.

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Selection

TOP 10
SELECTION
CRITERIA



SELECTION

Top 10 Selection Criteria

1

Talent Awareness* >70%

2

Reflects brand character
(check with BFL)

3

Loves the brand and is willing
to talk about it

4

On career peak or trending

5

Media friendly

6

Great, healthy looking hair

7

Active and with high reach on
social media across key platforms

8

No reputational risks and/or
open issues

9

Personal story to create a broad
connection with the brand

10

Availability to commit to a holistic
partnership beyond TV



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Building a Relationship

5 MUST HAVES





BUILDING A RELATIONSHIP

5 Must Haves



ASSIGN AN
EXPERIENCED
COMS
MANAGER



MAP OUT
TALENT KEY
MILESTONES



TALENT
BRAND
PARTNERSHIP



PAYMENTS



DON'T
FORGET THE
AGENT,



MANDATORY

P&G

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Building a Relationship

MEETING WITH TALENT
FOR THE FIRST TIME



BUILDING A RELATIONSHIP



Meeting with talent for the first time



1

FIRST
IMPRESSION
MATTERS

2

EXCITE
WITH BRAND
STORY AND
CAMPAIGN

3

DISCUSS
MUST HAVES
FOR BOTH
PARTIES

5

KEY
AGREEMENT

4

UNCOVER
STORIES THAT
LINK TALENT
WITH
BRAND

**MAKE SURE TALENT
ATTENDS MEETING!**

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Approvals






5 STEP BY STEP GUIDE





APPROVALS

5 Step By Step Guide

| | | ✓ | ✗ |
|---|--|--------|----------|
| 1 |  Is budget approved? | | |
| 2 |  Is talent approved? | | |
| 3 |  Does cost ⁺ as % media make sense | 5% 10% | 20% +20% |
| 4 |  Relationship SPOC defined? | | |
| 5 |  Talent brief to approved agency ¹ ? | | |

APPROVED





Contract Negotiation

5 ESSENTIALS



CONTRACT NEGOTIATION

5 Essentials



CONTRACT
SHOULD
FOLLOW P&G
TEMPLATE AND
GUIDELINES



INVOLVE KEY
STAKEHOLDERS



STRIVE FOR
GLOBAL



INCLUDE
HOLISTIC
AMPLIFICATION
OPPORTUNITIES



STRIVE FOR
ACTIVITY-
BASED
PAYMENT
TERMS





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Prepare for Amplification

5 ESSENTIALS BEFORE A SHOOT

PREPARE FOR AMPLIFICATION



5 Essentials Before A Shoot



Secure the talent agency SPOC attends the shoot



Make sure talent Has tried the product and understands Its benefits



Ensure the talent has approved the storyboard well in advance



Plan BTS opportunities in advance, don't let it be an after thought!



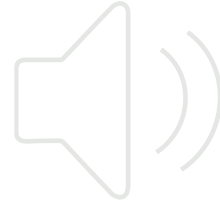
Ensure talent is Aligned on:

- Wardrobe, styling and makeup choices
 - Day's schedule
- Travel arrangements incl: flight class, entourage, VIP pickup





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Prepare for Amplification

RECIPE FOR SUCCESS

PREPARE FOR AMPLIFICATION



Recipe for success



MENTAL AVAILABILITY

PAID

- TV
- Print
- Advertorial
- Digital / social media boost
- Instore
- Retailer activation
- PR events
- Links to brand.com

EARNED

- KOL amplification (1/9/90)
- Media opportunities
- Goodwill mentions on social media and traditional media (beyond contract)

OWNED

- Website
- Brand social media channels
- GHH
- Victoria



PHYSICAL AVAILABILITY



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Prepare for Amplification

RECIPE FOR SUCCESS

STAKEHOLDER ROLES AND RESPONSIBILITIES



P&G Brand management

Accountable for:

- Giving input to talent brief and selection
- Onboarding talent on brand
- Building long term relationship
- P&G external face towards talent
- Coms exploitation plan

P&G Brand Communications

Accountable for:

- Giving input to talent brief and selection
- Onboarding talent on brand
- Building long term relationship
- P&G external face towards talent
- Coms exploitation plan

P&G Talent agency

Accountable for:

- Managing day to day between talent and P&G/agencies
- Contract negotiation and closure on behalf of P&G
- Talent payment
- Securing talent approvals
- Representing P&G at key events, shootings...

P&G Advertising agency

Accountable for:

- Giving input to talent brief and selection
- Briefing talent on campaign
- Ensuring talent - through talent agency - is well briefed, on-time on shoot details incl: storyboard, wardrobe, styling, make up, schedule

Talent's agent

Accountable for:

- Managing day to day between talent and P&G talent agency
- Contract negotiations on behalf of talent

Talent

Accountable for:

- Delivering brand messages in an authentic and positive manner



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Process

Q&A

TO CHECK WITH NICO



Process Q&A

TO CHECK WITH NICO

- Who is the P for briefing the talent agency? Brand Management
- Who should be involved in the talent brief? Brand Management, Communications, MS&P, Purchases, Advertising Agency and Talent agency
- Who approves the talent selection? Written confirmation from BFO Brand Director and RBU Brand Director. They will decide when to escalate to BFL and RBU GM
- Who approves the talent costs+? BFO Brand Director
- From which budget should the talent costs+ be paid from? PG IO (Geneva)
- Who is the talent SPOC for the day to day? Talent Agency
- Who should introduce the talent to the brand and build a long term relationship? Communications Manager
- Who should be involved in the contract signature? Brand Management, Purchasing, Talent Agency, Legal, Communications
- Who should sign the contract? Purchases, Talent Agency and Advertising Agency
- Which talent agency should I leverage? Check with Global Purchasing **moire.n@pg.com**
- Who should make the payment to the talent? Advertising agency or Talent Agency

+Cost=Fee + production





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*Further
Reading*

RECIPE FOR SUCCESS

FURTHER READING



1. Before you get started.docx

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2. Making first contact.docx

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3. Contract & Negotiations.docx

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4. Contract day protocols.docx

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5. Briefing the celebrity.docx

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6. Behind the scenes.docx

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7. Always on partnership.docx

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8. ...And beyond.docx

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9. What makes a good SPOC.docx

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10. The 10 Commandments.docx

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