



**SNA**

Celebrity Endorsement Campaign for Newspapers

**GUIDEBOOK**

# WHY A CELEBRITY CAMPAIGN?

*To put it simply...*

## **Celebrities = Attention**

The Facts:

- Celebrities DOMINATE every aspect of media
- Celebrities appeal to EVERY demographic
- The power of a celebrity is BROAD APPEAL
- What a celebrity says about your newspaper is so much more valuable than anything you could say about it yourself

A celebrity-endorsed campaign for your newspaper will deliver strong publicity in your entire market. Use the power of local celebrities to showcase the value of local newspapers to everyone and to boost sales and readership.

# WHO QUALIFIES AS A CELEBRITY?

A person can be a recognized celebrity because of his or her face, like a famous TV personality. Or a person could be a celebrity based on who they are and what they do, while being completely unrecognizable in a crowd (like a race car driver). Even individuals who are not instantly recognizable by face or name can still lend celebrity value to your campaign once its explained who they are (like a local business leader, Community VIP or role model).

## **Celebrity ideas:**

- Actors
- Musicians
- Artists
- TV or Radio Personalities
- Politicians or Government leaders
- Business Owners or CEO's
- Sports Figures
- Mascots or Characters
- Authors, Educators or Scientists

Any of the above ideas can be considered on a local level. For example, Do you have a high school sports star that everyone knows? The idea is to identify those individuals that will be recognized by a broad audience and seek their endorsement.

# WHERE TO BEGIN

Remember that this is a trade-off. You get a testimonial for your newspaper, and the celebrity endorser gets additional exposure and/or credibility.

Here's some simple steps to follow to put you on the road to landing your celebrity endorsement:

1) **Choose potential celebrities** based on who will bring your paper the most publicity while still remaining credible. Who will represent your paper the best? Don't consider anyone who may reflect negatively on the paper's reputation.

2) **Gather a list of names and contact information.** The reference area of your local public library is a good start, but you can find more accurate information online. Search Google for "celebrity contacts" or "celebrity addresses" for a list of resources. If you're going for an actor, you can contact the Screen Actor's Guild to get the name and contact information of the actor's agent. Some celebrities, like authors and musicians, have their own websites with contact information. Don't forget personal and professional connections. Take some time to sit down and brainstorm all the people you and your team at the paper know. In the case of larger celebrities, you may need to look for the contact information of their manager's or publicists.

# WHERE TO BEGIN

(continued)

3) **Make a connection.** Your connection can happen in various ways. If you or someone at the paper knows the celebrity, then a direct phone call is the most effective. If you don't have a direct connection, write a letter or email asking them for their endorsement. Share about the paper and why you are putting together this campaign. You may include samples of the paper or links to articles as well as the marketability of your newspaper and target audience.

4) **Point out the benefits of giving an endorsement.**

Potential endorsers usually won't mind (and will probably appreciate) the extra free publicity, additional exposure, and added credibility their testimonial will provide. Let the celebrity know you'll feature their face, name and signature. You may also want to share a copy of the sample ad so they can know how all their endorsement will be marketed.

5) **Follow Up!** If you are working to acquire the endorsement of a national celebrity, the process may not move quickly. Know that getting a good endorsement can take time. Celebrities and VIPs are busy, and their mail is often screened by an assistant or representative which can delay your request getting to them. If you still haven't heard anything after a few months, send a follow-up letter or email. If that doesn't work, get creative with contacting them.

Always remember the "Three Ps" for getting celebrity testimonial and endorsements: Be Polite, Be Persistent, and Be Patient! The payoff is worth it.

sample ad

# THE CAMPAIGN

That's **news** to me.

SNA has developed a simple templated campaign for your paper to use with its celebrity endorsements.

WHAT'S NEWS TO ME?



*David Hyde Pierce*

ACTOR  
DAVID HYDE PIERCE

Lorem ipis, tincidunt id rutrum lobortis, egestas in dui. Suspendisse potenti. Cras suscipit convallis posuere. Maecenas adipiscing, libero a eleifend condimentum, nisi nisi ornare turpis, quis hendrerit risus quam non arcu. Vivamus in dolor lacus. Aliquam ultricies purus urna, non vulputate arcu. Morbi accumsan ipsum vulputate eros tempor adipiscing. Donec metus metus, pulvinar ut tempor gravida, posuere ac turpis. In porttitor interdum libero, eu faucibus erat interdum at. Sed in erat augue, vel interdum dui. Sed venenatis elit ut eros vulputate vehicula. Vivamus vitae sem at nulla dictum euismod sit amet quis arcu.

That's NEWS to me.

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# THE COMPONENTS

Campaign  
Headline

WHAT'S NEWS TO ME?



Photo of  
Celebrity  
reading your  
newspaper

Celebrity  
Signature

Celebrity name  
& title

ACTOR  
DAVID HYDE PIERCE

Lorem ipis, tincidunt id rutrum lobortis, egestas in dui. Suspendisse potenti. Cras suscipit convallis posuere. Maecenas adipiscing, libero a eleifend condimentum, nisi nisi ornare turpis, quis hendrerit risus quam non arcu. Vivamus in dolor lacus. Aliquam ultricies purus urna, non vulputate arcu. Morbi accumsan ipsum vulputate eros tempor adipiscing. Donec metus metus, pulvinar ut tempor gravida, posuere ac turpis. In porttitor interdum libero, eu faucibus erat interdum at. Sed in erat augue, vel interdum dui. Sed venenatis elit ut eros vulputate vehicula. Vivamus vitae sem at nulla dictum euismod sit amet quis arcu.

Celebrity  
testimonial or  
endorsement  
*(Feature what about  
your paper makes it  
"News" to them)*

Campaign  
Tagline

That's NEWS to me.

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Logo and  
contact info

# GETTING YOUR CELEBRITY'S PHOTO, STORY & SIGNATURE

Once you've identified your celebrities and gotten them on board, it's time to get their photo, story & signature.

## **The Photo:**

It's important that the photo you use is of the highest quality and reflects sincere readership of the paper. It should be candid and not overly posed. Since you may be asking celebrities that are accustomed to professional photographers, it is important that the photo you take is as professional as possible.

We suggest that your editorial photographer be responsible for shooting the photo. Their editorial eye and take on the photo will provide a more news-like image than an advertising image. This is important because it will lend great credibility to the campaign. If you do not have an editorial photographer on staff you may consider hiring a professional photographer to take your campaign photos.

As mentioned earlier, we suggest candid photos of your celebrity reading the paper in their natural environment, not something fabricated. Their natural reading environment may be their home, their workplace or even their car

Things to consider:

- Keep the focus on the reader and the paper
- Keep it natural
- Make sure it works well in black and white

# GETTING YOUR CELEBRITY'S PHOTO, STORY & SIGNATURE

(continued)

## **The Story:**

What your celebrity has to say about your paper is the centerpiece of your campaign. Your goal is to get your celebrity to tell you “what they love” about your newspaper and “why”.

We suggest that someone from your editorial staff interview the celebrity and write the copy needed for the campaign ads. The campaign is directed to readers above all, and your editorial staff has readers as their top priority.

Here are a list of interview questions to get you started with your celebrity:

- How long have you been reading (paper name)?
- How did you get started reading newspapers and then specifically (paper name)?
- What's your favorite part of (paper name) & why?
- Has that always been your favorite part?
- Is there parts of (paper name) that you can't live without?
- Where do you like to read the paper? Do you have a special place or way that you like to read it?

The answers to these questions should give your writers everything they need to write the testimonials for the campaign ads. Have them keep in mind the word count so there's not too much copy for the ad

# GETTING YOUR CELEBRITY'S PHOTO, STORY & SIGNATURE

(continued)

## **The Signature:**

A prominent component of the campaign ads is the signature of your celebrity.

While taking your celebrity's photo, take along a sheet or two of white paper. Have them sign their name a few times with a black pen. You can take the signature back to your graphics team and they can scan it for use with the ads.

## **The Release:**

It's always best to have your celebrities sign a story and release form before running any marketing with their image and story. On the following page you'll find a sample of a simple release form that you can customize for your paper. and use

# THE RELEASE FORM



## **Photographic/Story Consent Form**

I, the undersigned, hereby authorize and consent to the taking and use of photographs of me or parts of my body as well as quotes and story information for the following purposes:

1. For public relations or release to news media, understanding that such photographs may be published or broadcast in any such manner and at such times and in such places as (insert paper name) shall determine.
2. For use (insert paper name) promotional materials, including but not limited to: flyers, advertisements, the paper's various web sites, newsletters, brochures and any other printed material promoting (insert paper name)

I hereby waive my rights to privacy with respect to the use or release of the above-mentioned photographs. I further understand that no royalty fee or compensation of any character shall become payable to me by (insert paper name) by reason of such use. I hereby release (insert paper name) and its employees and vendor partners from any liability in its use or the use by others.

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Name (please print)

Date

---

Signature (or that of Guardian for those under age 18)

---

Phone number and/or email address

# PUTTING IT ALL TOGETHER

You've found your celebrities, got them on board, took their pictures, asked the questions, got the release signed, wrote the endorsement, and plugged it all into the ads.

Now what?

Get it out there. Market it.

That means running lots of ads in your paper but it also means considering some other avenues to share those endorsements with the full audience.

Consider:

- Billboards
- Direct mails to non-subscribers
- Web versions of campaign ads and use in online marketing
- Banners or promotional signage for fairs and special events
- Bus Shelter advertising
- & more

Remember there are lots of potential subscribers out there who won't see your ads in the paper because they aren't reading it now. Get in front of them any way you can and make the campaign work for you.

# CELEBRITY WEB RESOURCES

<http://www.fanmail.biz/>

<http://www.celebritiesfans.com/>

<http://www.contactanycelebrity.com/>  
(This site offers a 7-day free trial)

<http://www.fizber.com/>

- This is a real estate listing site. Type in your city into the search feature. Once there click on the “We found X celebrities in your area - view all” link This will give you a listing. It may not be comprehensive, but its a start. You’ll also want to verify addresses through another site to be sure they are up to date.

The screenshot shows the FIZBER.COM website interface. The top navigation bar includes links for HOME, SELL A HOME, BUY A HOME, SERVICES, INFO, and MY FIZBER. Below the navigation is a search bar with the text "Click to refine your search: 381 houses for sale in Anderson, IN". The main content area is divided into two columns. The left column lists several properties for sale, including:

- 209 E 55th St, Anderson (IN) - \$229,900
- 1916 Highland Avenue, Anderson (IN) - \$80,000
- 2622 Friar Tuck Rd., Anderson (IN) - \$123,900
- 2534 West Cross Street, Anderson (IN) - \$189,900
- 0 200 East E 200 RD, Anderson (IN) - \$199,900
- 2912 N Scatterfield RD, Anderson (IN) - \$225,000

The right column features a map of the Anderson, IN area with several blue location pins. Below the map, there is a yellow banner that reads "We found 8 celebrities at this area. View All". An arrow points from the bottom right of the page towards this banner.