



Nestle Purina (formerly Ralston Purina)

The Celebrity Source Procured Celebrity Engagement for Purina Events, PR and Marketing Campaigns For over 15 Years!

Sample Campaigns

Annual Celebrity Dog & Cat Calendars



Consumers Sent in Product Labels to Receive Free Celebrity Dog & Cat Calendars

Included over the years were the canine and feline family members of celebrities such as:

- Martha Stewart
- Shaquille O'Neal
- Oprah Winfrey
- George H.W. Bush and Barbara Bush
- Mario Andretti
- Morgan Freeman
- Melissa Etheridge
- Muhammad Ali
- Sting...among many others!



Purina Pro Plan “Doing More Minute”

Featuring Jeff Probst (host of “Survivor”) in a series of :60 second digital video tips for keeping your dog happy and healthy.



Beneful’s “Top 10 Dog Movies of All Time”

Event hosted by film historian Leonard Maltin at the historic Egyptian Theatre in Hollywood, CA, with multiple celebrities attending with their pets and covered by major media outlets.

Pets For People Paw-Print Wall of Fame Ceremony



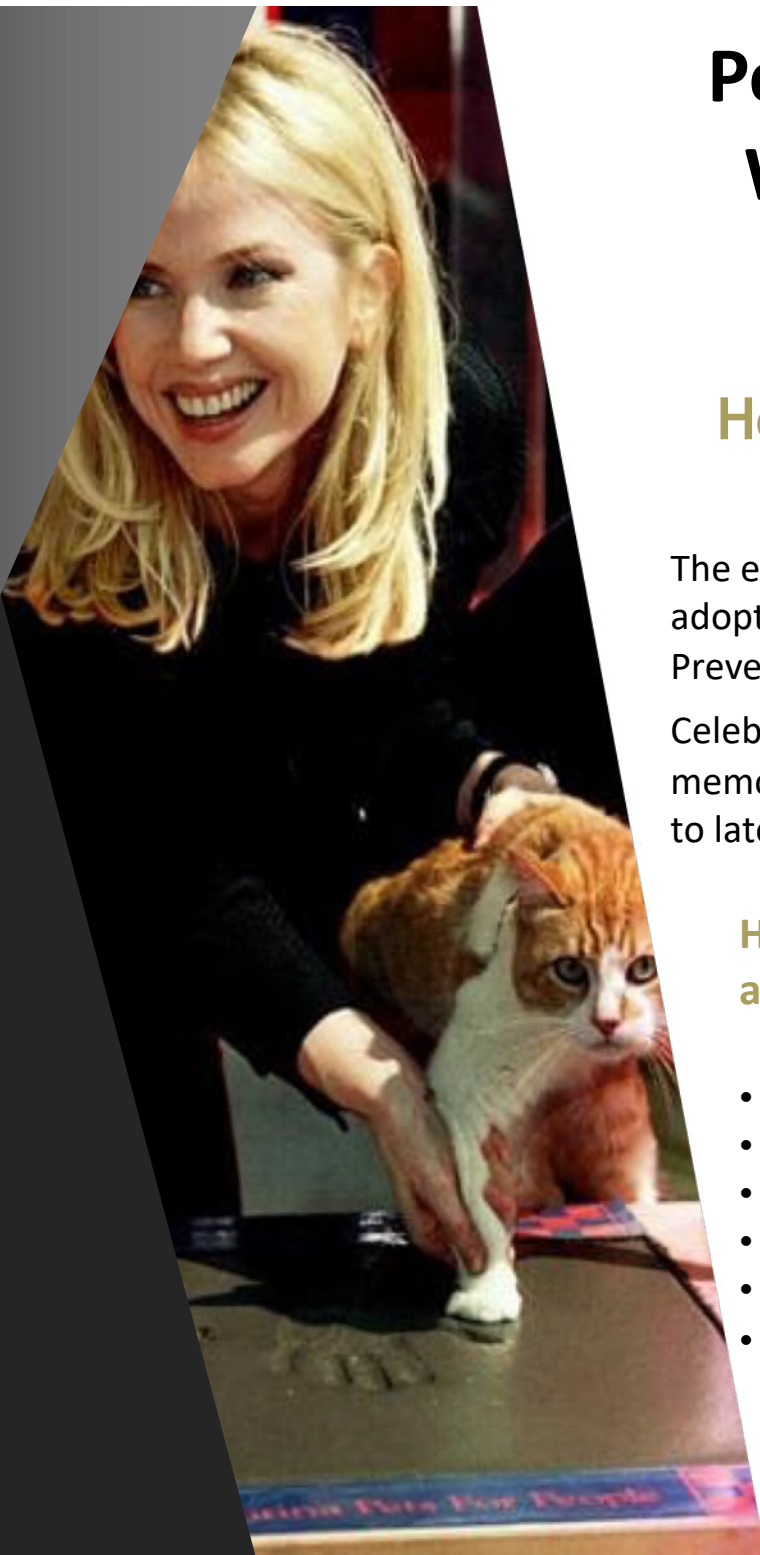
Held at the Famed Chinese Theatre In Hollywood, CA

The event spotlighted Purina's "Pets For People/Pets For Seniors" pet adoption initiative and benefitted the Los Angeles Society for the Prevention of Cruelty to Animals (LASPCA).

Celebrities attended with their pets whose paw prints were memorialized in cement (just like the famous celeb hand and footprints) to later go on display at the LASPCA.

Hosted by Award-Winning Actress Rebecca De Mornay, additional celebrity attendees included:

- Haley Joel Osment ("A.I.," "The Sixth Sense," "Forrest Gump")
- Khandi Alexander ("ER," "CSI: Miami," "Scandal")
- David Carradine ("Kung Fu")
- Kevin Nealon ("Man With A Plan," "Weeds," "SNL")
- JoMarie Payton Noble ("The Proud Family," "Family Matters")
- Beethoven (canine star of "Beethoven" and "Beethoven's Second")





Beggin' Bits sponsorship of International Bacon Day

**Sponsorship of a Bacon Festival held in Cincinnati, Ohio,
featuring "Top Chef" alum favorite, Kevin Gillespie.**



Annual Purina National "Rib-Check" Day

**Event, hosted by Jane Seymour, focused on helping overweight dogs
get fit. About a half a dozen celebrities and their dogs attended.**

Purina Dog Chow “Picture Your Dog in Times Square!”



Purina Dog Show Presents: Picture Your Dog in Times Square!

The event was hosted by Purina Dog Chow and allowed for people to have a personalized phone call recording by Drew Lachey, sent to their friends (with their friend and pet’s name), inviting them to enter their dog into this contest.



Celebrity & Influencer Endorsements

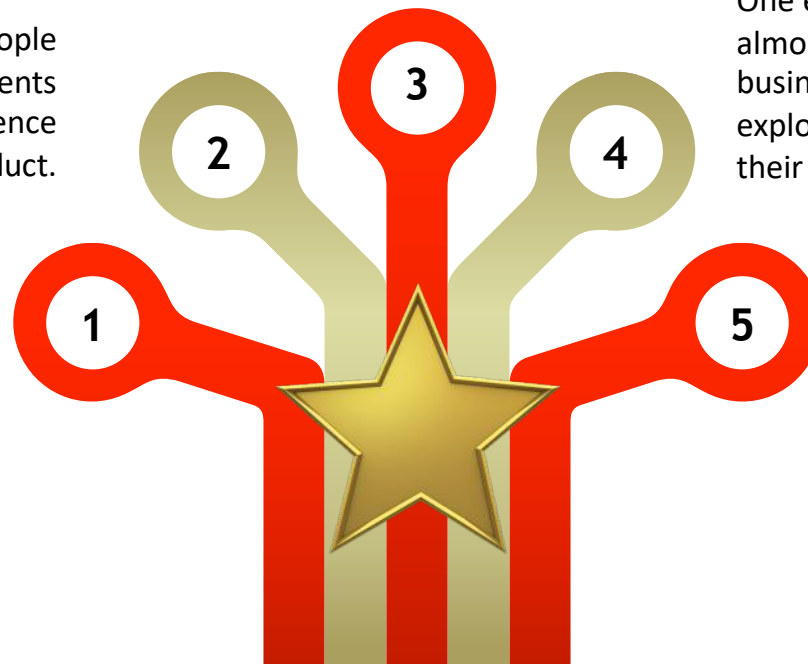
Additional Benefits



A brand that inks an endorsement contract with a celebrity can see their stock rise as soon as the news is made public
– Ad Age

Researchers have found that 85% of people surveyed say that celebrity endorsements enhance their confidence in and preference for a product.

Signing a big-name endorser can increase a company's sales by \$10M annually --
Harvard Business School



One endorsement can increase sales by 4%, almost immediately. "Businesses, even small businesses, would be foolish to resist the mere exploration of celebrity influencers to promote their brand." – **Marketwatch**

Studies show that consumers show greater recall of products that have been endorsed by celebrities – regardless of whether they are actual fans or not.



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