



TEXAS DEPARTMENT OF TRANSPORTATION

Case Study

Celebrity Endorsements PSAs & Social Media Posts

A woman with long dark hair, wearing a red strapless dress with a ruffled skirt, is smiling and posing on a red carpet. A man in a dark suit is partially visible behind her.

Celebrity & Influencer Spokesperson Campaign Goal & Strategy



Campaign Goal:

“Don’t Mess With Texas” anti-littering campaign partnered with Texas celebrities to put a stop to the uptick in litter, especially in COVID-19 masks and other related items which is a particularly dangerous health hazard.



Campaign Strategy:

Conduct outreach to celebrities and influencers with ties to Texas to shoot and post 15 second videos on their social media platforms.

Use instantly recognizable Texas voices to narrate the PSA the TxDOT had already shot.

Celebrity & Influencer Spokesperson Campaign Reach & Results



Social Media Posting Reach:

Total Reach: 29,604,245



Summary of 2019 Earned PR:

	Impressions	PR Value
Print	2,768,792	\$1,607,726.59
Online	94,397,646	\$3,775,905.84
TOTALS	97,166,438	\$5,383,632.43

Summary of 2020 Earned PR:

	Impressions	PR Value
Print	1,892,403	\$1,010,841.35
Online	1,206,745,345	\$48,269,813.80
TOTALS	1,208,637,748	\$49,280,655.15

Increase of 109% in PR Value and 80% of Impressions with the use of celebrity support from 2019-2020



of Media Outlets that Featured Story:

Print: 187 publications, Online: 109 sites

Don't Mess With Texas Celebrity Participants



[Matthew McConaughey](#)



[Mark Cuban](#)



[Ally Brooke](#)



[George Strait](#)



[Marsai Martin](#)



[Eva Longoria](#)



[Brittany Broski](#)

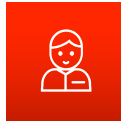
Click celebrity name for link to DMWT PSA and social media videos

**Audio on social media may vary by device*

About Texas Department of Transportation



The Texas Department of Transportation's 'Don't Mess With Texas' Campaign is Inspired by true Texas pride, going to great lengths to keep Texas litter-free with award-winning ads, statewide road tours, education programs, and contests.



For over thirty years, the Don't Mess With Texas campaign has taught Texans the real cost of littering. Whether the message appears on a billboard, TV, or a screen, we're proud of our advertising and the impact it has had on helping reduce litter in Texas.

The Campaign

Don't Mess With Texas has been a great success thanks to the iconic red, white and blue trash cans and the help of fellow Texans who have spread the word about keeping our highways litter-free.



Celebrity

Matthew McConaughey Voice Over PSA



Matthew McConaughey actor and producer
Matthew David McConaughey was born in Uvalde, Texas. Matthew is an Academy Award-winning actor known for roles in films like 'Dazed and Confused' and 'Dallas Buyers Club,' and the TV series 'True Detective.'

Click [HERE](#) for Matthew's Voice Over PSA!





Celebrity

Mark Cuban Social Media PSA



Mark Cuban is an entrepreneur, television personality, media proprietor, and investor, whose net worth is an estimated \$4.3 billion, according to Forbes and ranked #179 on the 2019 Forbes 400 list.

Instagram: 2,600,000 Followers

Post generated 231,000 Views, 1,345 Comments





Celebrity

George Strait Voice Over PSA



George Strait is a country music singer, songwriter, actor, and music producer. George Strait is known as the "King of Country" and is considered one of the most influential and popular recording artists of all time.

Click [HERE](#) for George's Voice Over PSA!





Celebrity

Eva Longoria Social Media PSA



Eva Longoria - actress, producer, director, restaurateur, activist, and businesswoman originally hails from Corpus Christi, TX.

Instagram: 8,000,000 Followers

Post Generated 889, 807 Views, 1,007 Comments

Facebook: 6,699,407 Followers

Post generated 209,300 Views, 10,000 Likes, 315 Comments, 511 Shares





Celebrity

Ally Brooke Social Media PSA



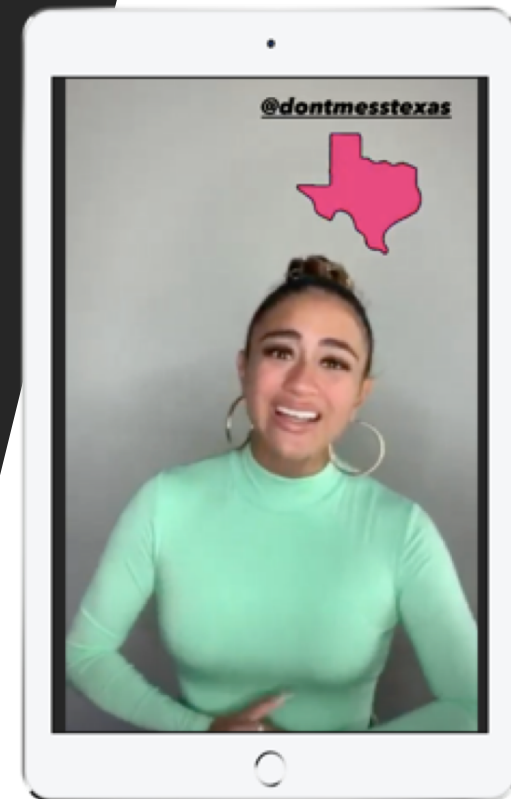
Ally Brooke is a singer from San Antonio, she is a former member of the girl group Fifth Harmony. Brooke began to establish herself in 2017 as a solo artist, featuring on Lost Kings' "Look at Us Now" with rapper ASAP Ferg.

Instagram: 4,200,000 Followers

Story generated up to 4,200,000 Views

Facebook: 1,004,220 Followers

Post generated 3,500 Likes, 54 Shares, and 56 Comments





Celebrity

Marsai Martin Social Media PSA



Marsai Martin actress and executive producer from Plano, TX. She is known for her role as Diane Johnson in the ABC comedy series Black-ish. She starred in the 2019 Universal Pictures comedy film Little, for which she was also an executive producer. Martin is a nine-time NAACP Image Awards winner.

Instagram: 2,600,000 Followers

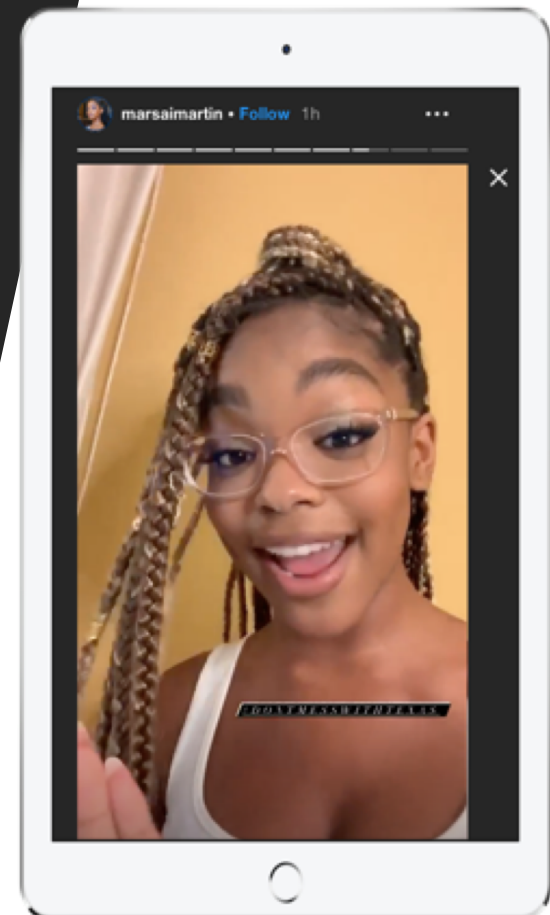
Post generated up to 2,600,000 views

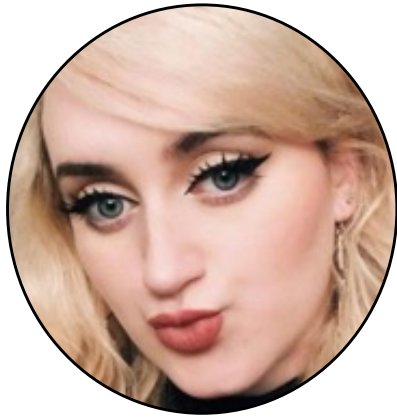
Facebook: 824,318 Followers

Post generated 3,600 views and 100 comments

Twitter: 139,300 Followers

Post Generated 1,300 Likes, and 18,200 views





Celebrity

Brittany Broski Social Media PSA



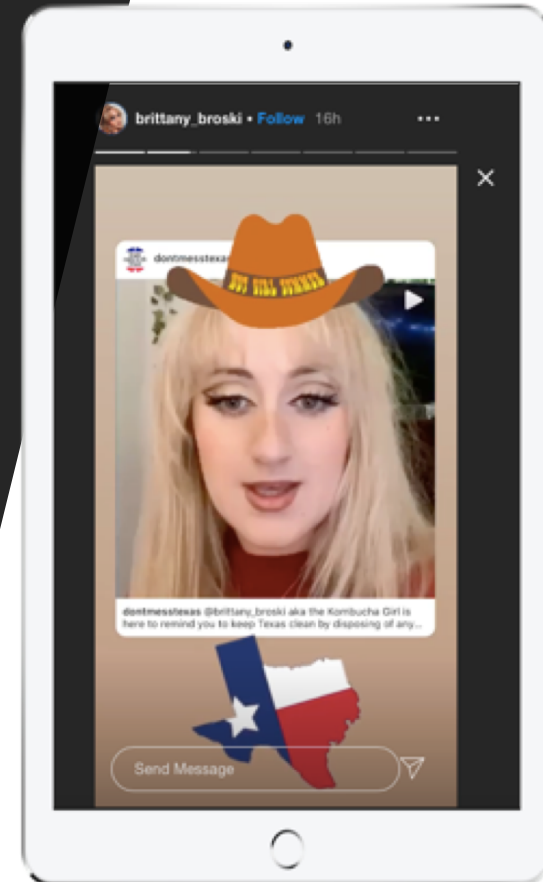
Brittany Broski is an overnight viral social media Texas based personality who is widely recognized for being the Kombucha Girl from a popular 2019 TikTok video.

Instagram: 637,000 Followers

Story generated up to 637,000 Views

TikTok: 5,500,000 Followers

Story generated up to 5,500,000 Views



Celebrity & Influencer Endorsements

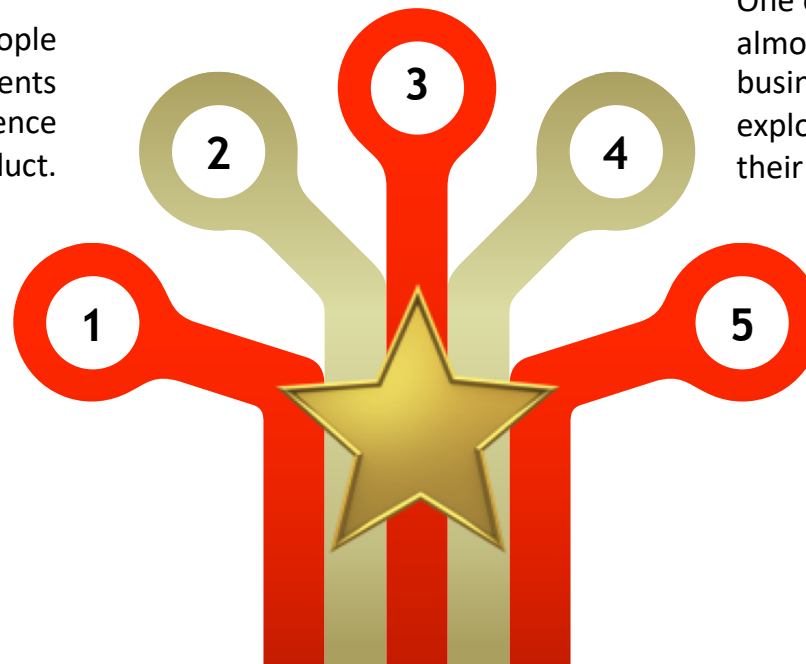
Additional Benefits



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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