



D E N N E R Y   M A R K S   I N C .

*Connecting Style To Celebrity*

## FREQUENTLY ASKED QUESTIONS

**Q:** *How do you get our products to celebrities?*

**A:** We have been building our celebrity rolodex for more than ten years. We send to many celebrities directly at home and also work with many assistants, managers and publicists.

**Q:** *How do we know that our products will go directly to the celebrity?*

**A:** You can feel confident knowing that more than half of the celebrities we work with receive their packages in the comfort of their own home. Other celebrities request that we work with their assistants, managers or publicists, as they often have hectic work and travel schedules. We coordinate diligently with the celebrities' representatives to get our clients' products directly into their hands.

**Q:** *Will you guarantee that a celebrity wears or uses our product or service?*

**A:** While we do guarantee that we will get your product to a celebrity, we cannot promise that they will wear or use it. We will work with you to select the celebrities who are the best fit for your product, which will give you the greatest chance of success with your outreach program. We have found that selecting appropriate celebrities who are a good match for your product or service heightens the response rate.

**Q:** *When a celebrity is photographed in our product or we receive a few thank you notes, what happens next?*

**A:** Once we have a photograph of the celebrity wearing or using your product, or receive confirmation through phone calls or thank you notes that they are a fan, then we will contact the appropriate media on your behalf. We will alert the media, issue a press release and let them know that the celebrity is wearing or using your product. This is the leverage that we need to garner media coverage for your brand.

**Q:** *How do I get my product to the right media?*

**A:** At Dennerly Marks we have a database containing hundreds of lifestyle, fashion and beauty media contacts. We will assess the features and benefits of your product and then recommend a targeted list of editors, producers, writers etc.

**Q:** *How do you leverage a perceived celebrity endorsement for media coverage?*

**A:** Once we have the "money shot" of a celebrity wearing or using your product, or we have a few thank you notes from celebrities touting how much they love your brand, we are then able to contact the appropriate media with your news. We send out press releases via email, and call the editors who we work with to let them know that the celebrity is a fan of your brand.

**Q:** *What materials will I need to provide for celebrity outreach and fashion editorial services?*

**A:** For celebrity outreach, we will need enough product to send to a target list of celebrities (20-40 is recommended) on an ongoing basis. The brands that have the greatest success are those that choose to send to a target group of celebrities every month (or every other month) for a minimum of six months to a year. For fashion editorial placement, we will need a press sample collection from each delivery to work with and look books for each season to send to a minimum of 100 media contacts.

**Q:** *How long will it take before a celebrity is photographed in my product?*

**A:** We have seen celebrities photographed merely days after we sent them an item, but the average time frame is one to three months. However, we have found photographs of celebrities wearing items we sent more than a year later.

**Q:** *Celebrities are bombarded with hundreds of gifts – how will mine stand out?*

**A:** You have two strong advantages in working with Dennery Marks. We have been working with many of the celebrities we send to for many years. They are accustomed to our personalized approach and great care taken in putting their gifts together. Our packages are always noticed and opened. Additionally, we will work closely with you to make sure that your presentation is appropriate and eye-catching.

**Q:** *Do I get to pick the celebrities I want to send to?*

**A:** We will ask you for a “wish list” of celebrities that you would like to reach with your product or service. We will then work together to create a list of appropriate targets for your brand, both from your wish list and our recommendations. We will always honor your priorities and guide you accordingly.

**Q:** *If after a few months the celebrities aren't photographed wearing my product and we haven't received any response, can I change the celebrities we sent to?*

**A:** Absolutely. We always recommend sending 2-3 times before giving up on a particular celebrity. But if we still haven't received any response or found photographs, then we will reevaluate your target list and select a handful of different celebrities to send to.

**Q:** *How long does it take to develop a brand strategy and collateral materials?*

**A:** It really depends on how much thought and research you have put into it prior to working with Dennery Marks. Depending on the complexity of the project, a strategic brand strategy can take anywhere from one to three months. Collateral materials can usually be produced within a month or two, as long as all parties involved have the same sense of urgency.

**Q:** *What other services besides celebrity outreach does Dennery Marks offer?*

**A:** Dennery Marks offers fashion editorial placement, brand strategy and development and creative direction for special projects, collateral materials, photo shoots, look books, advertising campaigns and the like.