

Celebrity Branding

CELEBRITY BRANDING



Dec 17, 2015

| Advertising, Advertising Agency Management, Celebrity Branding, Digital Advertising, Global Advertising, Influencer Marketing, Today

GUINNESS WORLD RECORDS™ and D S Simon Media Form Joint Marketing Initiative



Nov 17, 2013

| Advertising, Celebrity Branding, Crisis Communications

CelebrIDucks... Turning a Negative Into a Positive



May 13, 2013

| Celebrity Branding, Marketing

Five Essentials to Create a Successful Marriage Between Celebrity and Brand



Mar 13, 2013

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WWE “Suplexes” SXSW with Strategic Approach to Social Media



Jan 23, 2012

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To Hell with the Sell: A 12 Step Manifesto to Stop Pitching Free Creative Away to Prospects



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Advertising, Television advertising

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