

POL

- Bespoke advisory with bases in London, Los Angeles, Hong Kong & Mexico
- Extensive track record in turning authentic storytelling into measurable global results
- 40 years + experience across all media & markets worldwide
- Creators and producers of innovative branded global campaigns & content with an emphasis deeper ecology
- Global strategists, futurists, advisors
- Collaborative with partners who are the best in class
- Believers that our actions must have positive consequences, always

CLIENTS

Past and present clients include:

AIA
Adidas
Alibaba.com
Bloomberg
BBDO
Cathay Pacific Airways
CHANEL
China Mobile
Citigroup
CNBC Asia
CNN International
Conde Nast Americas
Crowne Plaza Hotel & Resorts
DHL
DreamWorks Pictures
DreamWorks Records
Dubai International Film Festival
Electronic Arts
EMI
Emirates Airlines
Euro RSCG
Ford
Fox Home Entertainment
German National Tourist Office
GlaxoSmithKline
Grey
Goldman Sachs
HarperOne
HSBC
IBM
Intel
Jardines Matheson
JP Morgan
Kenzo
Legend of The Motorcycle
Leo Burnett
Li & Fung
MAC
Macquarie Group
McCann Erickson
Merrill Lynch
MGM
Miller Brewing Company
Miss World
Moët & Chandon
Nokia
Noble Group
Octagon
Ogilvy
Olympic Council of Asia
OOCL
Pangea Day
Red Bull
Saatchi & Saatchi
Shangri-La Hotels and Resorts
Simon and Schuster
Sina.com
Sino Group
Sony BMG
Sony Electronics
Sony Picture
Soundbuzz.com
Standard Chartered Bank
Synovate
Swire Pacific
TBWA
The Principality of Monaco
The Kingdom of Tonga
The Ritz-Carlton Hotel Company
Tourism Northern Territory,
Australia Turner Network
Television
Twentieth Century Fox International
Hawaiian Tourism Authority
UBS
United International Pictures
Universal Home Entertainment
Universal Music Group
Virgin Records
Walt Disney Pictures
Warner Music Group
Warner Bros. Pictures
Working Title Films
Yahoo

CELEBRITY

Pamela Anderson

Business partnership

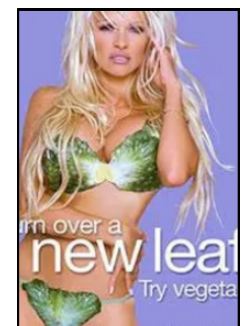
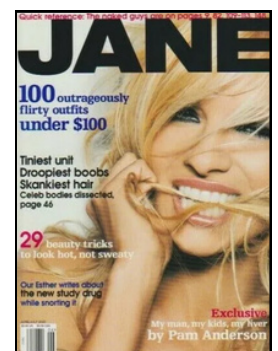
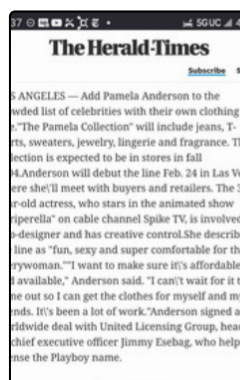
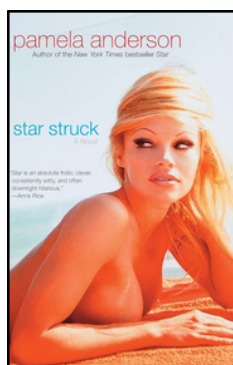
From global strategist for Baywatch, to business partners with Pamela Anderson I developed her profile to transition from starlet to an everywoman with emotional intelligence and a message for the world. Blending Pamela's sex appeal in the men's market with her quirky ability to be a chameleon, I developed a large portfolio of celebrity assets from licensing, books, an advice column in high profile women's magazines, spokesperson roles, endorsements and appearances.

Diverse results based on industry specifics. Included millions of dollars in endorsement deals, a radio show on Sirius satellite radio, advice column in luxury women's magazines, fashion relationships with eg Stella McCartney & Vivienne Westwood; a lucrative two book publishing deal with Simon & Schuster resulting in NY Times best seller list ; a licensed brand and speaking engagements on behalf of philanthropy causes including PETA and the Liver Foundation.



Louboutins at 'The Howard Stern Show'

BY NICOLE KIRICHANSKAYA
JANUARY 25, 2023 2:19 PM



**Halle Berry
Die Another Day
United International Pictures, United Kingdom
Global Media Strategy**

The film earned \$160.9 million in the US and Canada, and \$431.9 million worldwide, becoming the sixth highest-grossing film. Not adjusting for inflation, Die Another Day was the highest-grossing James Bond film at that time.

To generate a pre-release buzz for Bond movie Die Another Day, utilizing 'Bond Girl', Halle Berry. Bond producers gauged interest in their star and the media pick-up generated from a shoot. A 15-hour shoot, styled using a broad range of upmarket designers, from Dolce&Gabbana, Alexander McQueen and Givenchy to Armani, Chanel and Yves Saint Laurent, increased the interest in the shoot, particularly amongst high-end titles. Placement was one of Bond's most successful pre-release campaign for covers and continuity of imagery. A number of firsts resulted, as magazines such as FHM and GQ placed a black woman on the cover for the first time in their publication history.



Over 30 years of curating and creating multifaceted campaigns for global media and marketing consumption on every continent. Authentic storytelling forms the basis of all successful global media strategies. **What others say about you is far more important than what you say about yourself.**



Alanis Morissette Anna Kournakova *Andy McDowell*
Antonio Banderas Archbishop Desmond Tutu Barry Humphries
Baz Luhrmann BELINDA CARLISLE **ASTRONAUT** Buzz Aldrin **BONO**
BOYZONE **Brittany Murphy** BROOKE SHIELDS
Carmen Electra **CESAR** **Chemical Brothers** *Chris*
Isaak **Christo** Coldplay **Colin Farrell** **Conan O'Brien** The
Cranberries **Cuba Gooding Jr** David Duchovny Denise
Richards *Diego Luna* **Don Johnston** Donna D'Errico
Elizabeth Hurley **Elle Macpherson** Eva Mendes
FAT BOY SLIM *Gina Gershon* Gwyneth Paltrow **HALLE**
BERRY Heath Ledger Heather Graham **HENRY LECONTE**
Hugh Hefner **I N X S** Jean-Claude Van Damme *Jeff Goldblum*
Jennifer Lopez **Joaquin Phoenix** **John McEnroe** **JON**
BON JOVI **JOSH HARTNETT** Karen Mok Kate Winslet
Kelly Hu *Kylie Minogue* *Linda Evangelista* Lucy Liu **Marc Anthony**
Melanie Griffith **Midnight Oil** **Michael Parkinson**
NAOMI CAMPBELL **PRESIDENT NELSON MANDELA** Nick
Faldo **NICKY HILTON** Nicole Kidman **MADONNA**
Mick Jagger **Monica Bellucci** **MICHAEL JORDON** Mike Tyson
Oasis **Olivia Newton-John** Omar Shariff **ORLANDO**
BLOOM *Pamela Anderson* *Paris Hilton* **PAULINA RUBIO** **Patrick Swayze**
Penelope Cruz **Pink** *Pierce Brosnan* President Mary Robinson
Princess Stephanie of Monaco **Richard Branson** Rachel Hunter *Rachel Weisz*
REM *Robin Wright-Penn* Ronan Keating Salma Hayek
Sammy Hager **Shania Twain** **SPICE GIRLS** *rStephanie*
Beecham Suede Sultan of Brunei **Thalia** **THE EAGLES** Tina
Turner **TOBY KEITH** **Tori Spelling** *Tyra Banks* **U2** Vanessa Mae
President Vigdis Finnbogadottir **Vicki Zhao** **Wei Zhang** **Ziyi**



united
international
pictures

United International Pictures
1400 Avenue of the Americas
New York, NY 10105
Tel: +44 (0)20 8741 9041
Fax: +44 (0)20 8745 8990
www.uip.com

TO WHOM IT MAY CONCERN

This letter confirms Hedda Møye's longstanding relationship with United International Pictures, the international marketing and distribution arm of Universal Studios, Paramount Pictures and DreamWorks.

Over the past 12 years we have completed a large number of publicity campaigns for the international market place. These include The Fast and the Furious, Bowfinger, The Mummy Returns, The Scorpion King, 8 Mile and Gladiator.

Hedda has worked with UIP to create new and innovative strategies for the distribution of publicity material and used her extensive global media contact base to add significant value to our campaigns.

Hedda understands how to work within a corporate structure and support a local office infrastructure. We value our ongoing relationship and look forward to working closely with her in the future.

Sincerely,

KATHERINE WILLING
VP of International Publicity



A Paramount/Universal Company
Registered Office in New York
Registered in England No. 195557

COMMODITIES

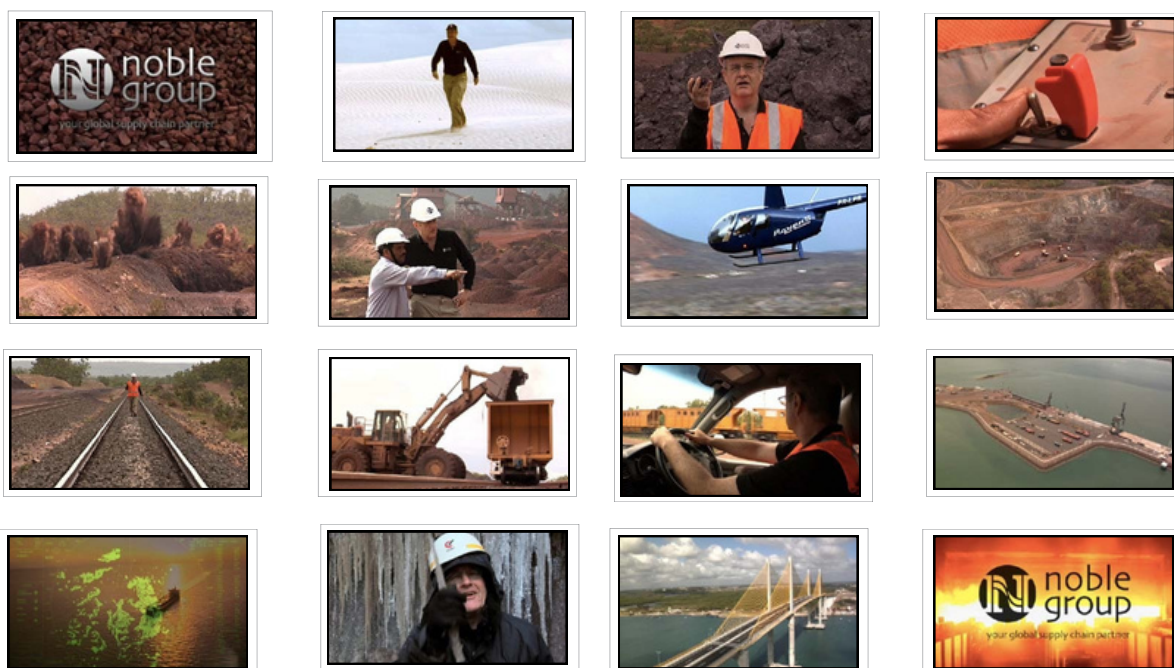
Iron Ore Corporate Documentary Noble Group Limited

Entitled 'Pipeline Journeys with Stephen Brown: Iron Ore', the documentary won the 'Certificate for Creative Excellence in Corporate Communications' at the 41ST annual U.S. International Film and Video Festival in New York.

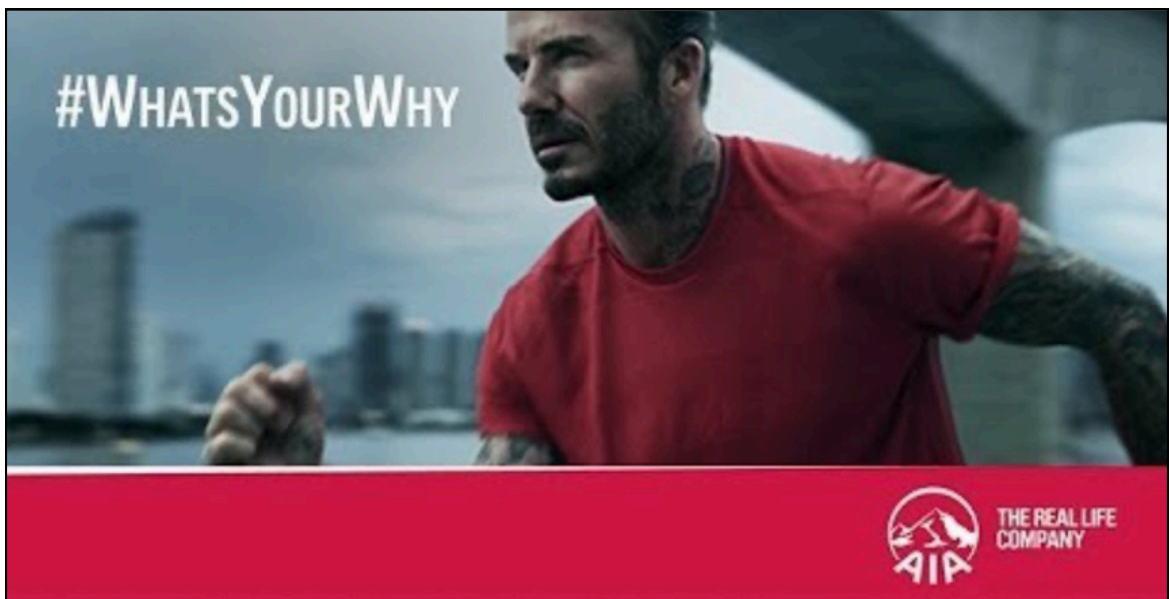
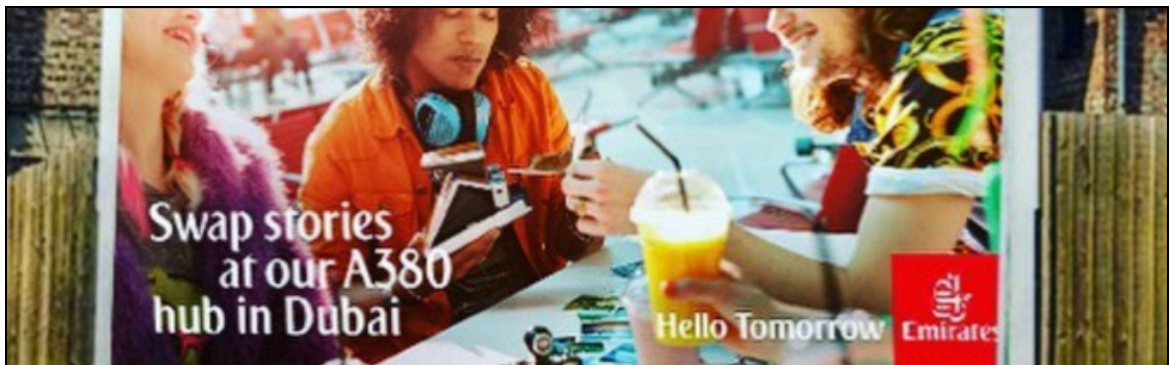
Noble is a market leader in managing the global supply chain of agricultural, industrial and energy products. They have become a world leader in supply chain management in under 20 years, using their particular approach. Noble's global network encompasses more than 150 office and plant locations in 38 countries across five continents with 11,000 employees of 68 nationalities.

The Group is involved in the origination and delivery of strategic raw materials, the technical shipping management, trade finance as well as coal mining, running soybean crushing plants and sugar/ethanol mills, amongst many other commodities. A three-act documentary, the project was filmed in a cinematic style on location in Australia, India, Brazil, and China. We used Noble Group's offices, mines and steel mills; shooting on their trucks, trains, ships and from their cranes, planes and helicopters; in the freezing cold and around hot furnaces. We used scripted links and timed explosions.

Using the linear journey of iron ore from the ground via the steel mill into supplied products we were able to explain the Noble Group's business model in an engaging documentary style. The onscreen production values were of feature film quality, yet produced at a fraction of that cost.



FINANCIAL SERVICES





Schroders



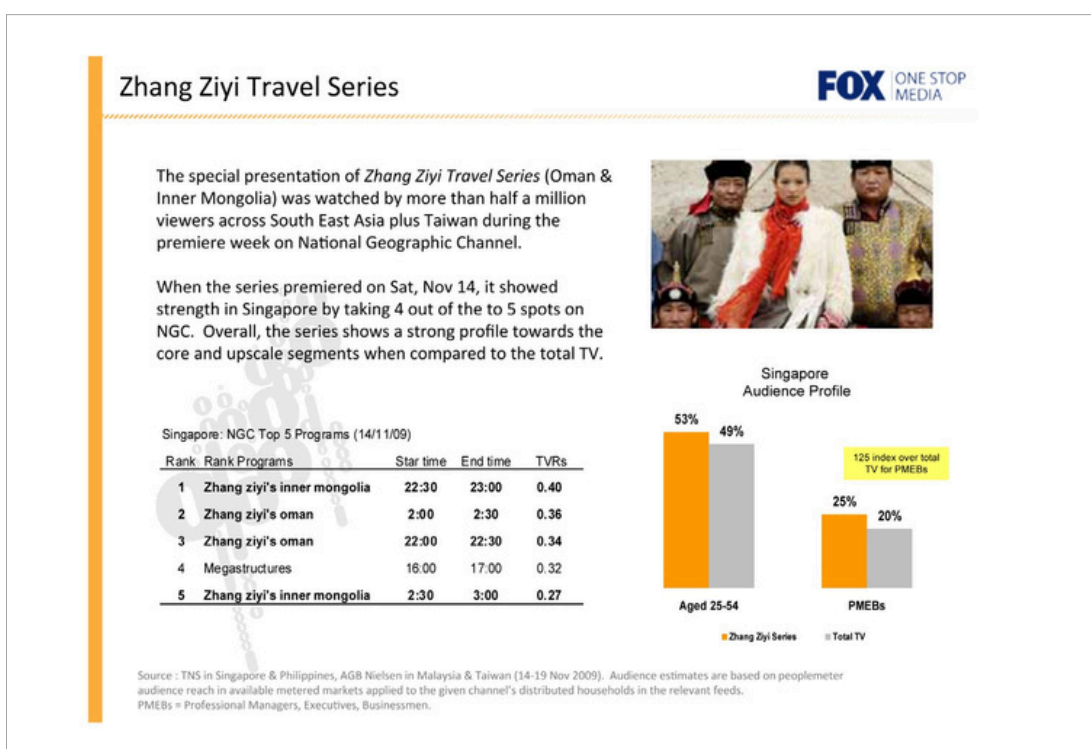
HOSPITALITY

Zhang Ziyi Brand Ambassador Campaign Shangri-La Hotels and Resorts, China Global Media Social Impact Media Campaign with a R.O.I of 471%

A three year Brand Ambassador campaign linking Zhang Ziyi with luxury hotel group, Shangri-La Hotels and Resort as a personification of brand DNA. A targeted print and broadcast campaign, combining location, fashion and lifestyle elements, reinforcing the brand's heritage in a modern way. An authentic conservation agenda, supporting Chinese government agenda, created targeted global media results.

Designed to profile a Chinese brand in the global luxury market and showcase environmental sensitivity and social activism around orphanages, Shangri-La Hotels and Resorts coverage included categories outside a hotel company's normal editorial opportunities, including fashion, business and lifestyle magazines (versus travel trade journals).

A four-part documentary series created received un-precedented interest from broadcasters vying for the right to air. National Geographic Channel, including the coveted 'China block' aired the series in prime-time. Zhang Ziyi's travel series aired in Top 5 'most viewed programs' in its slot throughout Asia. In-flight usage extended its reach airing on Cathay Pacific and Singapore Airlines.



Zhang Ziyi
 Brand Ambassador Campaign
 Shangri-La Hotels and Resorts



The Bel Air Treehouse

Proprietor

Eco-chic all -suite plant-based hotel in Los Angeles

Award-winning . Five star rated on TripAdvisor.

5.0 Excellent ●●●●● 55 reviews

#1 of 3 villas in Los Angeles

Location 4.3

Cleanliness 4.8

Service 4.9

Value 4.8

We are an eco-chic, boutique all suite reset retreat centre in Bel Air. Travelers experience a new definition of luxury - organic , fair profit and biodynamic products - from cleaning to personal care. Epsom & Dead Sea Bath salts, essential oil diffusers, salt lamps & local spring and Alive Water, biodynamic coffee are our essentials! We practice zero waste. Our kitchen is plant-based. We are a sanctuary for resetting priorities, nervous and belief systems, eating habits and moving into a hearted centered true nature . #gimmeshelter

VoyageLA trending

LA'S MOST INSPIRING STORIES A TALE OF TWO FRIENDS JOURNEY OF A LIFETIME THE QUEST TO EMPOWER WOMEN HOW LA FOODIES GET IN SHAPE

SEPTEMBER 18, 2017

Meet Hedda and Cedric Leonardi of The Bel Air Treehouse

LOCAL STORIES

SHARE TWITTER PINTEREST

Today we'd like to introduce you to Hedda and Cedric Leonardi.

Hedda and Cedric, please share your story with us. How did you get to where you are today?

Hedda: I came to Los Angeles 17 years ago and worked for many years creating international PR campaigns for everyone from Nelson Mandela and Tina Turner to Pamela Anderson and Christina Aguilera. I like to say I have lived many lifetimes in this life - as a special projects consultant to Nat Geo, a literary consultant to Simon and Schuster, a vegan chef and whole-foods blogger and

POPULAR

POSTTRAITS OF THE VALLEY

POSTTRAITS OF HOLLYWOOD

LA'S MOST INSPIRING STORIES



TRAVEL & LIFESTYLE

Travel Los Angeles: The Treehouse – Escape to a Luxe Vegan Hotel

21 NOVEMBER 2019

CLICK HERE

I bet you did not know, that there's such a thing as a Vegan Hotel?!

...Well welcome to [The Treehouse, Bel Air](#)

THE HOTEL GURU THE BEST OF DESTINATIONS VIP CLUB ABOUT US

the expert view

Log in

escape in glitzy Bel Air, owner Hedda has a refreshing approach to luxury. This tranquil four suite B&B rooms are decorated in colourful hues with incense sticks, candles and epsom salts in the bathroom

VIEW

London, France and India, owner Hedda Leonardi imbues her eclectic taste into every space of The Bel Air Treehouse. Hedda champions the "luxury redefined" cause. Focusing on wellness rather than indulgence. Light filled, airy spaces. From the moment you enter (shoes off at the door, please), you feel right at home. Four suites are uniquely decorated. Amethyst Suite boasts its own private terrace, as well as an aerial yoga swing(!), whilst you can soak in your own hot tub. Bathrooms are placed in bathrooms, along with towelling robes, hairdryers, bath salts and candles. In room extras include a selection of teas, coffee and a selection of pastries and biodynamic fresh produce. If you need for a comfortable stay. Breakfast is one of the specialities. Hedda herself is vegan, and she uses food that is not imposing her beliefs. Biodynamic coffee is served with a selection of pastries and biodynamic fresh produce. If you are not be for everyone, but for travellers looking for something different it is a spiritual awakening in a place filled

The Ritz-Carlton Hotel Company

The hotel company has a global total of 53,000 room nights per night. The magazine and feature reached 1.59million word-of-mouth ultra HNW guests.

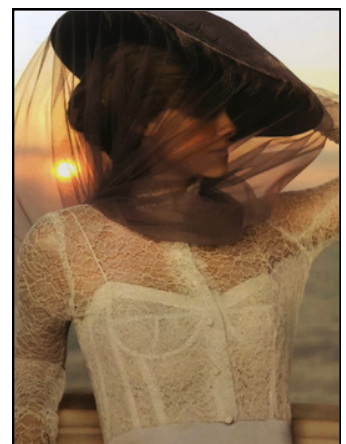
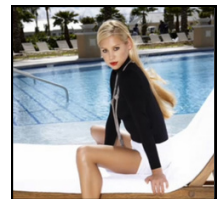
Campaigns

To create word-of-mouth and print campaigns to celebrate Ritz-Carlton Hotel locations.

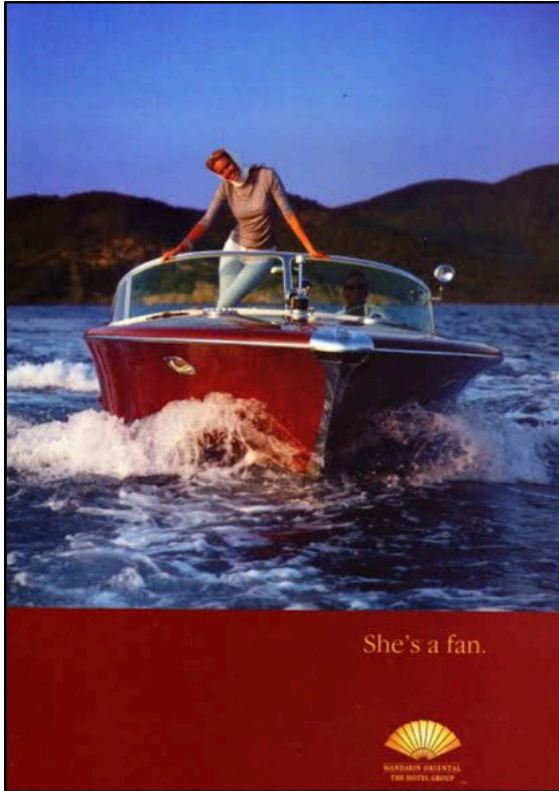
Anna Kournikova on Grand Cayman fit the sporty, jet-set glamour image of the hotel which was used as the backdrop. A contributing editor to Harpers Bazaar USA was hired to complete an accompanying interview. Completing the shoot during the opening celebrations created a considerable buzz amongst guests.

Lucy Liu to celebrate a relationship between UNICEF and the Ritz-Carlton Hotel Company with a private art exhibition and auction of Lucy Liu's art. Held at Milk Studios in NYC and with an attendance that included Bruce Willis and Danny Devito, the auction raised over \$500,000 for UNICEF

Weddings are a very large market for Ritz-Carltons around the world. The special edition in-room magazine, shot at one of Ritz-Carlton's premier wedding destinations at Laguna Niguel showcased the luxury weddings of the hotel group.

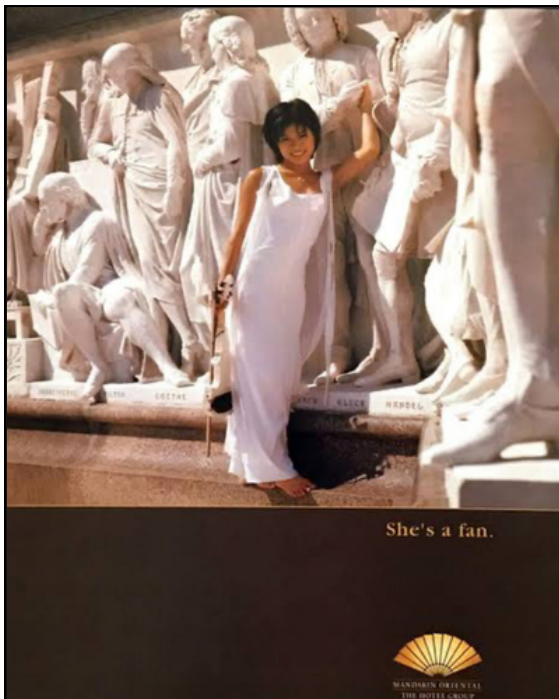


Mandarin Oriental | The Hotel Group
The Fan Campaign
An award-winning multi-year advertising
campaign with Lord Litchfield



The award winning advertising campaign, which launched in 2000, simply and elegantly connects the Group's well recognised symbol - the fan - with international celebrities who regularly stay at the hotels and are true fans of Mandarin Oriental.

Conceived and created by the late, great celebrity photographer Patrick Lichfield, our fans were photographic in their "happy place" and were thanked for their participation in our campaign with a donation to the charity of their choice.





THE RITZ-CARLTON



FOUR SEASONS
HOTELS AND RESORTS

One&Only



SHANGRI-LA

HOTELS *and* RESORTS



MANDARIN ORIENTAL
THE HOTEL GROUP

Regent

HOTELS & RESORTS

BANYAN TREE
HOTELS & RESORTS

TAJ
GROUP



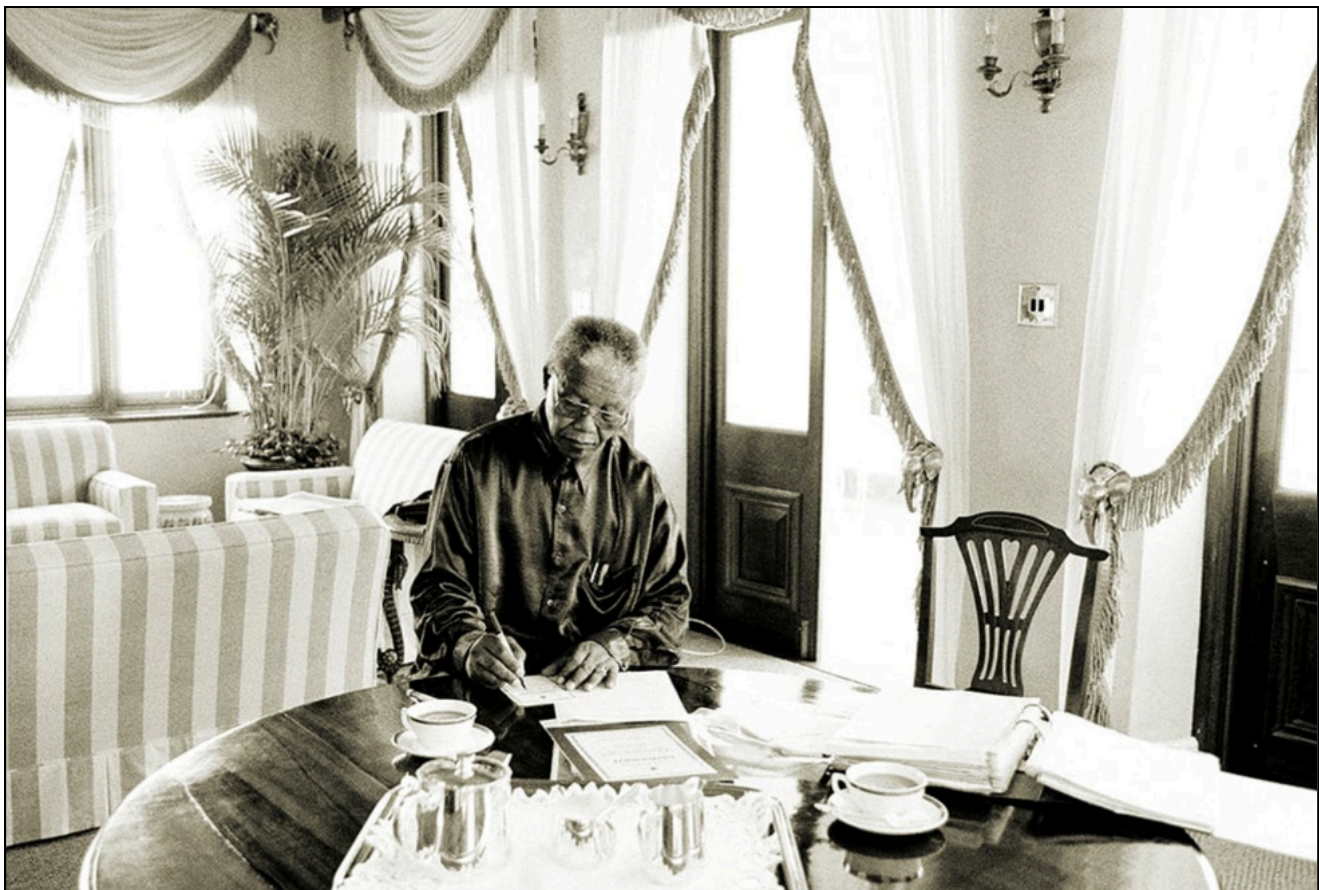
THE BEL AIR
TREEHOUSE

IMPACT



**Nelson Mandela
Global Charity Syndication/Fundraiser
Nelson Mandela Children's Fund
Syndication monies resulted in over \$1.7M
raised for the Nelson Mandela Children's Fund.**

Commissioned to spend the day with Nelson Mandela in support of his newly created Nelson Mandela Children's Fund. The intimate portraiture and in-depth interview at the Presidential Palace in Capetown, South Africa, formed the basis of a global fundraising initiative to raise awareness for the charity specifically and the needs of children globally.



RADIANT FOUNDATION



New Music Event & Private Preview

Join us for a live debut of A Gipsy Christmas



Grammy-winning producers, Frank and Christian Berman, have teamed up with House of the Gipsies to reinterpret Christmas classics with flamenco soul.

Come for a live, private performance of this musical love letter dedicated to a world seeking hope and happiness.



Cocca • Cookies • Christmas Songs
December 7, 8-8:30pm
The NedNoMad, Magic Room
1170 Broadway, New York, NY 10001



 **Yo Amo a Mi Familia (Familias.com)** · 🔊
Dec 13, 2022 · 🌐 

A Very Gipsy Christmas



 **Música en vivo de Patchai y Kakou Reyes, herederos de los Gipsy Kings** 🎵
Yo Amo a Mi Familia (Familias.com)

WATCH NOW 

Princess Diya Kumari Foundation

PROJECT: PDKE - HOTG - 04 -18
ORIGIN: BADAL MAHAL, JAIPUR
RAJASTHAN
TYPE: NATURAL MARKET BAG
CREATORS: NAME OF WOMEN GO HERE
GO: PRINCESS DIYA KUMARI FOUNDATIO





Care For Children
www.careforchildren.com

RADIANT
FOUNDATION

Radiant Foundation
www.radiant.org



PETA
www.peta.org



Nelson Mandela Children's Fund
www.nelsonmandelachildrensfund.com



Princess Diya Kumari Foundation
www.princessdiyakumarifoundation.org

kiva

Kiva
www.kiva.org



Fuerza Migrante
www.fuerzamigrante.org

MEDIA



ELLE



MAXIM



HARPERS
& QUEEN



THE AUSTRALIAN
Women's Weekly

marieclaire



THE TIMES



THE WALL STREET JOURNAL.



CONDÉ NAST

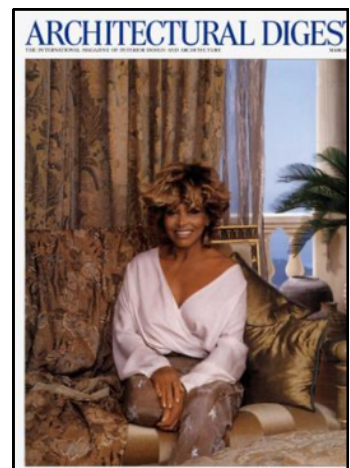
VOGUE
服饰与美容





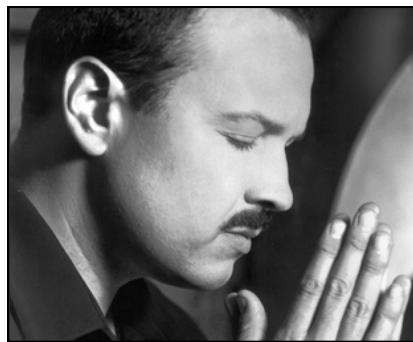
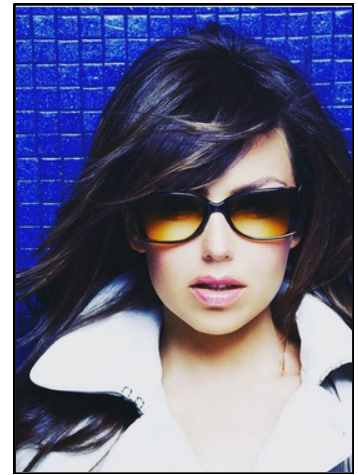
MUSIC

Tina Turner Campaign for her final album 24/7



Pauline Rubio Campaign for her album Pau-Latina





Chinese Music Awards Multiple Sponsors. Channel [V] & CCTV Campaign



A world first with 3.5 Million people voting in the first year. The success of this campaign, with unprecedented online interaction. Over 850 articles were published in Mainland China, Taiwan and Hong Kong in support of the event. The record was reportedly only beaten by voting for the awards the following year! Both Channel [V] & CCTV and their many sponsors were ecstatic with the results. The Chinese Music Awards are now in its 25th year.

To create the online campaign component for the Channel [V] and CCTV's Chinese Music Awards (CMA) and expand the exposure and coverage. Channel [V] is a leading music network in Asia. CCTV is China's state broadcaster. The Chinese Music Awards honour 50 of China Mainland, Hong Kong & Taiwan's best artists in the music industry. The annual event, broadcast on 17 terrestrials networks and 31 cable networks, is the largest televised Chinese music event in the world. Attended by 150 of the biggest names in the business, it is watched by over 200 million people.

We developed and pioneered an entirely new online voting system on a format—the web—which were still in its utilization infancy. Voting had previously been through a cumbersome 2 million voting forms distributed with 2000 ballot boxes into the three countries. Logistically difficult, expensive and restrictive, distribution was made to major cities, excluding large numbers of the TV audience and the voting public in general.

The online campaign made it possible to explain the categories, provide biographies and video clips of each artist and allow the public to register for voting. We were able to creatively promote the event and provide integrated packages for the sponsors in both Traditional Chinese for Hong Kong and Simplified Chinese for Mainland and Taiwan through Channel [V]'s Chinese website.





To Whom It May Concern:

Please find this letter of recommendation for Hedda Moye. I have known Hedda on a professional level for several years. Hedda took charge with a focused understanding and amazing networking capability in the global media industry.

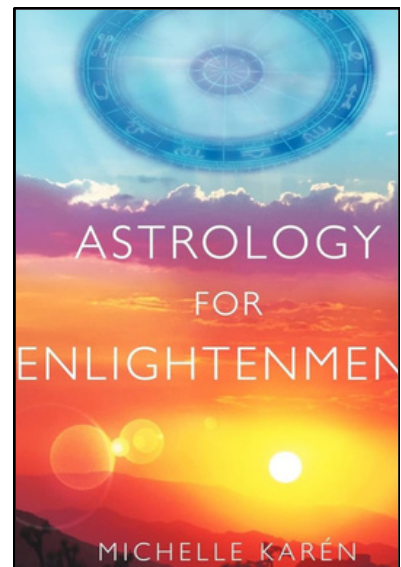
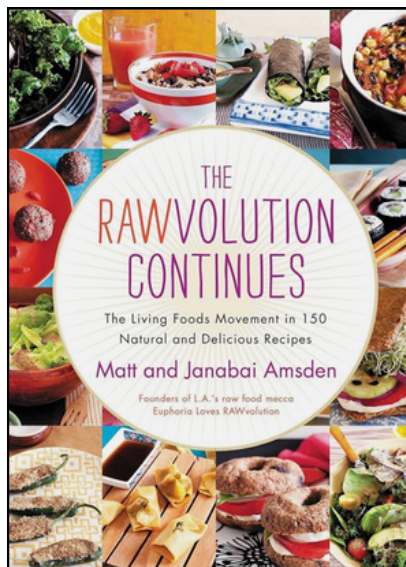
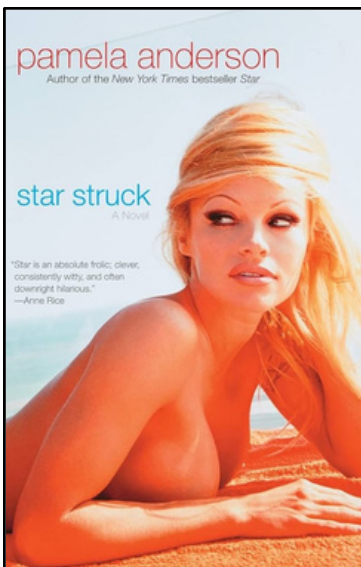
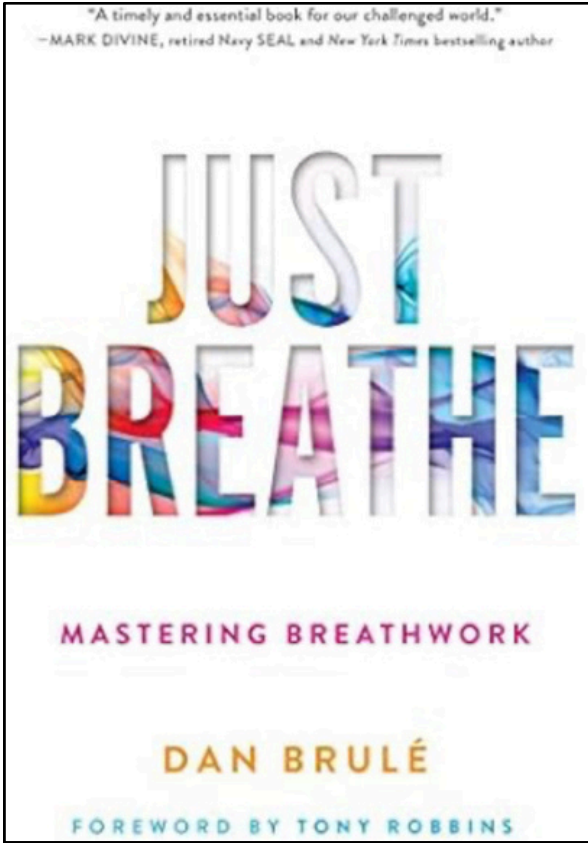
Some significant accomplishments that Hedda has proven include: her ability to create significant and meaningful coverage for any subject and adapting storylines to suit individual marketplaces, her valuable networking skills with the right people, as well as Hedda's personal relationships with editors worldwide which made her work enriching. But aside all, we were extremely pleased with her handling of Christina Aguilera's campaign as was Christina. Hedda exuded professional communication with the record company, important following up, and produced significant results in which she presented to us in a measurable format.

Hedda has proven herself to be a professional resourceful individual, and I would without reservation recommend her. Hedda's character is very respectful with constant professionalism. I would offer the fullest recommendation for Hedda Moye and look forward to possibly working with her in the future.

Sincerely,


Susan Markheim

PUBLISHING





ATRIA BOOKS

A Division of Simon & Schuster
A CBS COMPANY

SIMON &
SCHUSTER

**Regan
Arts.**



HarperOne

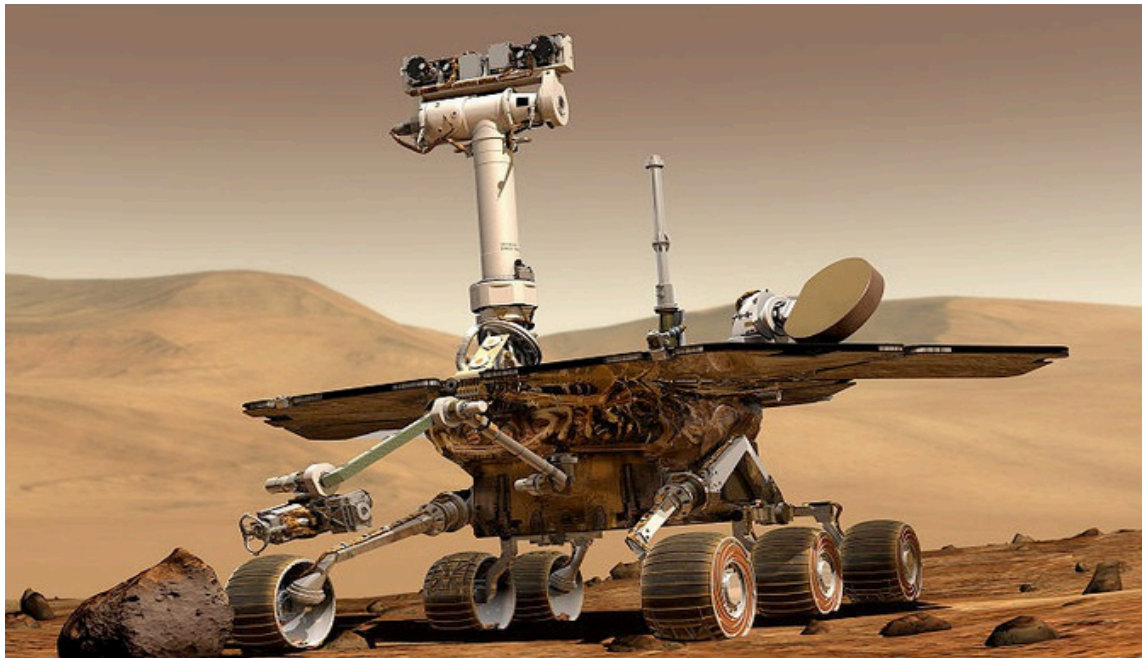
SPACE

Mission: Mars Integrated Campaign
National Geographic Channel
partnership with Sony
Asian Marketing Partnership Campaign

The first ever images from space to mobile phone.

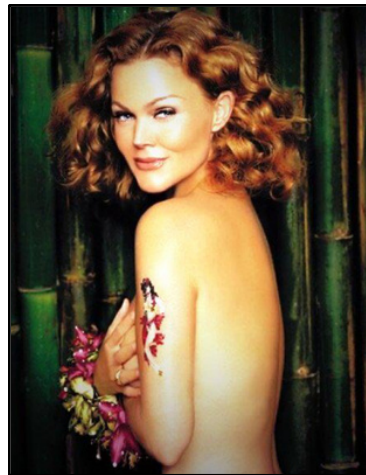
Millions of SMS inbounds, pictures, games and ring tones were downloaded along with more than 100,000 daily alerts. Revenue was raised through different SMS usage tariffs dependent on content and country. NASA spent \$1.8billion on the Mars Rover.

To coincide with the exciting Mars rover landings undertaken by the NASA Jet Propulsion Laboratory (JPL), National Geographic Channel wanted to complement their exclusive NatGeo TV documentaries on NASA's MARS landings with an integrated series of mobile activity and content download opportunities for interested viewers. The 'Bring Mars to Your Mobile!' campaign was made available through service provider partners in: Hong Kong, Malaysia, Philippines, Singapore, Taiwan and Thailand. Viewers were sent an SMS to an onscreen number and a list of the various features was sent back to them. They were then prompted to start the interactive session by sending the keyword 'MARS' to the short code provided for each region. The list of features included space-related contests (Win a trip to NASA's JPL), ring-tones (such as Life on Mars), Java Game (Space 2315), news alerts and exclusive SMS/MMS images of MARS downloads.



TOURISM





RÉSUMÉ

HEDDA MOYE LEONARDI

Australian born Hedda Moya Leonardi is an award-winning journalist and magazine & newspaper editor & promotions executive with over 35 years experience in global marketing, media, Brand management & licensing - advising a broad spectrum of industries, countries and individuals.

Her style is personable, authentic, direct and pragmatic.

Since 1990 Hedda has owned and operated her own companies, traveling the globe creating strategic partnerships on behalf of her clients. She has partnered and brokered deals with, and for, some of the world's most recognized names. As a global media strategist she advises luxury hotel companies, celebrities, royalty, government and tourism authorities.

Highlights including collaborations with President Vigdis Finbogadottir of Iceland and Mary Robinson of Ireland; campaigns for tourism Authorities include Dubai, Hawaii, Oman, Bahamas, Beijing (see client list); developing strategies for, amongst others, Japan, Germany, Macau and the Maldives; and social impact initiatives for Philippines, Turkey, China.

Since 2002 she has been a literary consultant to Simon&Schuster and HarperOne and from 2010, a special projects consultant for National Geographic Channel.

Her experience includes 22 years as business partner with Pamela Anderson negotiating her contracts and global licensing deals (incl. Sirius Satellite Radio, Miller Lite, MAC Cosmetics, Simon&Schuster); collaborations with Playboy and Playboy licensing impresario Jimmy Esebag (who recently sold his company for \$2Billion); Media advisor for Dubai's early tourism development and consultant to the Dubai International Film Festival; fundraiser for Nelson Mandela's Children Fund (which included the privilege of spending a day with Nelson Mandela at his presidential palace in Capetown); crisis management campaigns (including) Mick Jagger; publishing advisor to (including) Satish Modi, Elle Macpherson and Eco-tourism founder Hitesh Mehta.

Hedda's international luxury hotel brands initiatives as global media strategist for The Ritz-Carlton Hotel Company, China's Shanghai-La Hotels and Resorts and consultant to Sun International (now One and Only), Four Seasons Hotels and Resorts.

Corporate career highlights include Corporate Development Manager for Arts festival, The Festival of Sydney, which involved high level sponsorship negotiations with blue chip companies and government authorities; Communications Director, KPMG Australia, handling all internal and external communications & corporate cultural integration during the merger between KMP and Peat, Marwick Mitchell.

Hedda's experience represents the gold standard in the interface between celebrities and the corporate world.

Until 2021 Hedda also owned a plant-based eco-luxury boutique hotel, The Bel Air Treehouse, rated No.1 in its category on Trip Advisor.

And she is a gourmet plant based culinary educator sharing her knowledge in Cordon Bleus and locations globally through her company The People's Food Revolution.

Married to the drummer for the Gipsy Kings has led her down the path of a dynamic cultural preservation project preserving gipsy music and instruments and returning the Gipsy Kings heirs to the birthplace of all gipsy culture, Rajasthan, India.

Hedda in conversational in French and Germany and is studying Spanish.

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The Sydney Morning Herald

INDEPENDENT. ALWAYS.

Selling Pammie

There are certain jobs in show business that present more of a challenge than others. You wouldn't like to be the minder assigned to Robert Downey jr, for example, trying to protect the star from his own destructive urges. Or, perhaps, interior decorator for docu-tainment's crucifix- and gun-obsessed first family, the Osbournes.

Then there's the task facing Australia's Hedda Moye, which is on another level altogether. The Los Angeles-based agent operates what she calls a "by appointment" service that deals in creating specialised strategies and her newest client is Pamela Anderson.

I once had the surreal experience of standing next to Anderson on the set of Baywatch, the sudsy American TV show best known for its frequent slo-mo shots of female actors running along the beach in skimpy cossies. Surreal, because there was a woman whose sole purpose in life seemed to be representing and fulfilling a certain male fantasy.

With her big, peroxidized hair, slightly too puffy lips, outrageously augmented breasts and fake tan, Anderson resembled something that might have come out of a secret factory operated by hormonal teenage boys and their fathers. Here was a woman created specifically for the centrefold of Playboy, for the cheesecake posters hanging on the walls of a thousand smash repair shops, or as arm candy for leather-clad heavy-metal stars.

Moye's job and you'll soon understand its immensity is to transform that version of Pamela Anderson into a "woman's woman", someone who will be loved and respected by members of her own sex.

"She is an icon and she obviously has an audience," said Moye, 41, a former journalist and the PR operative for Sydney's Regent Hotel during the heady days of the late 1980s. "Her key fan base is male, but she's such a woman's woman and people don't know that about her.

What we have been doing is getting women to know her better because she's just great. She's been through a lot she's been a battered wife, she's a single mother with two kids, she's a vegetarian, she's an animal lover, an animal activist, actually. And she's involved with building schools for children in poor areas, starting with Guatemala. So there's all this other stuff about her that people don't know."

Moye, who left Australia in 1990 was back in Sydney drumming up some local interest in Anderson, whose career hasn't quite sustained the, ahem, peaks it reached during the 1990s.

She's hoping to make Anderson a regular Australian visitor, get some advertising work for her and maybe even a magazine column.

"We're doing image extension, extending her fan base and developing her as a brand," she said. "A lot of people have done it without the kind of fame that Pamela has, but she's never done it because she's been caught up with being pregnant and getting out of a bad marriage [to notorious rocker Tommy Lee]. There are enough women in Australia who could identify with that.

"So we're developing her as a brand in a very hands-on and caring way. Not the 'Oh, I'm a celebrity vehicle so you should buy my T-shirts and my jeans' kind of thing. It's early days, we've got a long way to go. Suffice to say, she's a columnist now [for America's Jane magazine] and I'm hoping to get her into an Australian magazine too."

Moye has known Anderson for 12 years, one of the coterie of show business identities she has befriended. Her closest friend, and the godmother to her two young children, is Robin Baum a principal of the public relations company Huvane Baum Hills, which last year merged with the firm run by the notorious Hollywood minder Pat Kingsley to form PMK/HBH which now controls the publicity for almost every A-list star in town.

Anderson appears to be in safe hands, with the journalist in Moye (she worked for the Herald & Weekly Times group in Melbourne and the Manly Daily in Sydney) long since replaced by an ethos similar to that of the 68-year-old Kingsley, who is renowned for telling media outlets what they can and cannot do in regard to star clients such as Tom Cruise, Jodie Foster and Tom Hanks.

To these highly skilled and motivated people, stars are "brands" and the stories about them that appear in major magazines such as Vanity Fair are "publicity campaigns" designed not to inform readers but to sell movie tickets.

Not surprisingly, given her friendship with Baum and the fact that she has to stay onside with publicists such as Kingsley to ensure she and McLaren have continued access to the stars, Moye doesn't subscribe to the theory that these super agents have too much power.

"I think the perception of that is completely overrated," she said. "There is an exchange that goes on and sometimes the exchange is fairer on the side of magazines and sometimes it's fairer on the side of the publicist.

If you have someone like a Tom Cruise who has x hours in the day to do whatever he has to do, decisions have to be made as to where his time is best spent and if there is a track record of experiences with particular aspects of the media that relate to his personal beliefs, his relationship break-up, or his current beau, I think she has every right to dictate.

"If you were on the path to fame or if you were famous, you would want somebody there who absolutely knew what they were doing."

Moye, then, is not the person to ask for any off-the-record gossip about Anderson or any of the other stars in her circle. After more than a decade on the inside, however, she does have an interesting perspective on what drives our fascination with the rich and famous.

"I think [celebrity] is both as outrageous and as mundane as one's own life," she said. "If you walk into anyone's world there's a drug overdose, there's a death in the family, there's a boyfriend doing the dirty on you, there's every kind of drama that exists in our own lives. It's just magnified, it's made more interesting, because these people are famous."

[Access original article here](#)

NIALL PHELAN

The Irish born creative director and film-maker Niall Phelan almost carved out a career in advertising starting with Ogilvy in Dublin.

Asia beckoned and in 1995 he turned his head from advertising to broadcast media and never looked back.

Ten years of TV and web based campaigns for Rupert Murdoch's News Corporation on STAR TV 52 channels going across 54 countries. Holding various positions including Director of New Media, Editorial, Creative Director, Producer, and Writer, saw Niall develop a number of firsts. This includes the creation of media websites as early as 1995 and pioneering the launch of live SMS request Channel in 2004.

As Creative Consultant for Turner Network Television his responsibilities included new programming and promotions, creating everything from TV shows to cross marketing campaigns in conjunction with clients such as Nokia, Burger King, Adidas, amongst a pedigreed list.

Aside from new media innovations, which has seen him consult in New Media for Sony BMG and National Geographic Channel, Niall continues to be a sort-after creative director. Pursuing film-making concurrently, Niall has directed a number of award winning films, documentaries and series.

Niall has also worked as producer and creative director on independent projects for Discovery Channel, Sony BMG, Sony Pictures, 20th Century Fox, Universal Pictures, Universal Music, Walt Disney Pictures, Warner Brothers, and Warner Music.

He consulted to the global phenomenon—Pangea Day—creating strategy and executing business development for TV, Web, and Mobile.

He has written, produced and directed hundreds of hours of TV and videos for broadcasters like Bloomberg and Nat Geo and for companies like Jardines and Swire. He produced the films "The Last Five Years" in NYC, "Three Cities" in Russia, "Return to Rajasthan" in India. Won Gold at Promax, LA and NY Film Festivals, and consulted to FOX, Publicis, Turner and Wanda.

A graduate of University College Dublin, Niall has a B.A. in Economics and postgraduate diplomas in Advertising, International Marketing, and Photography.

When he is not behind the camera, you will find him out sailing or walking his (man's) best friend, Koa.

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