

BRAND ENGAGEMENT & PRODUCT PLACEMENT

**ON AIR**

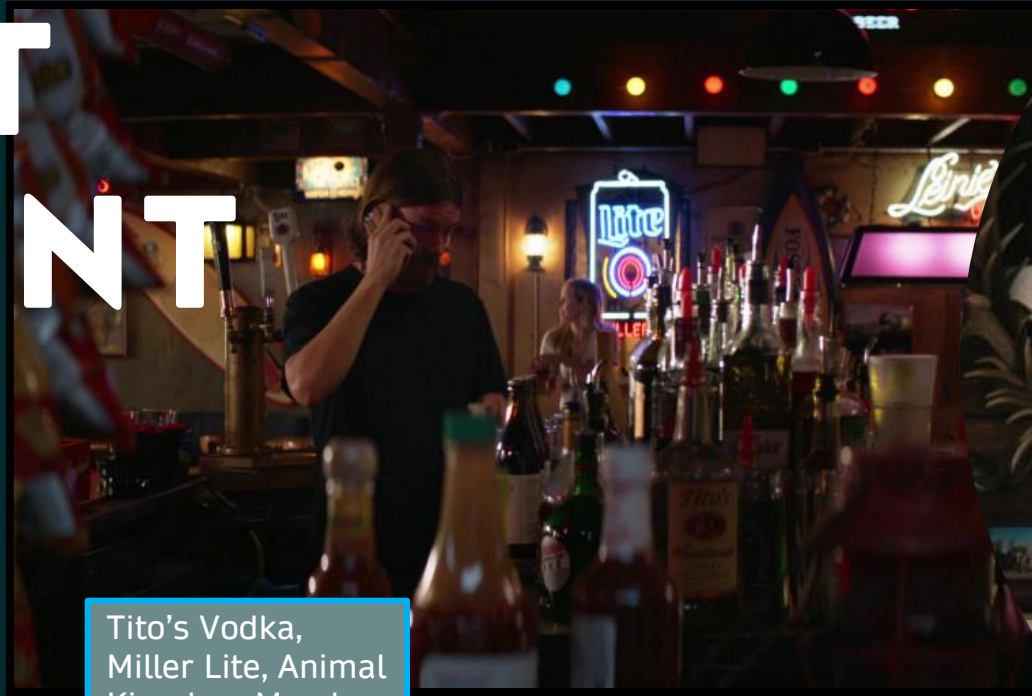


FILM / TV PRODUCTIONS, CELEBS, STYLISTS, MEDIA, EDITORS, NY & LA FASHION WKS,  
PARTNERSHIPS, AUTO & EQUINE SOIREE & SWAG

**SHOW STYLE BRANDS**  
**CASE STUDIES**

# PRODUCT PLACEMENT

Fun Fact JK Randall's assoc. Studio was implemental in the growth of Tito's Vodka. They took Tito's from a Regional brand in Texas and made it into a national brand, 20 states in less than 6 months by placing it on the Showtime series Shameless. It remained a "main stay" throughout the series to the finale - as is the case with Animal Kingdom, Yellowstone, How I met your Father, Sex Lives of College Girls, Hooking Up and more...



Tito's Vodka,  
Miller Lite, Animal  
Kingdom March  
24, 2023

Tito's Vodka,  
Yellowstone  
March 27, 2023



Tito's Vodka,  
Shameless

# SUCCESSFUL PRODUCT PLACEMENT

Tito's Vodka growth – A U.S. vodka distiller (ACTUAL CLIENT my Studio partner /colleague was responsible for their rapid growth) went from being a regional vodka to a national distributed brand in 6 months and sales grew 78% the first year it appeared on *Shameless*, characters were engaging with the brand, talking about the brand, or it was on the barbacks or counter.



Vans Sneakers on *Squid* – Netflix last summer -

The white slip-on Vans sneakers worn by *Squid Game* characters have experienced a monstrous 7,800% rise in sales in the last month. Non-Vans-branded white slip-ons in general have also seen a 97% rise in search volume.



## Avengers: Age Of Ultron

A Harley-Davidson motorcycle is shown in this Marvel film and it cost the company \$10 million for the placement. Harley Davidson product placement has earned the grand motorcycle company ten times over revenue vs. investment over the years.



## Skyfall

Everyone knows that James Bond loves his martinis, but Heineken paid an estimated \$45 million to have him enjoy one of their beers. For that massive amount of money, the beverage got seven seconds of screen time and sales went up 400% in 6 months.







Kelloggs  
Cereal  
Ajax  
Mr. Coffee  
Shameless



Tom Cruise Gifted  
Swag during  
news interview  
GMTV Tom Coos  
Tee by MOCK  
STARZ for  
daughter Suri in  
Europe



Super Bowl 50  
Book, Mike & Molly  
during Super Bowl  
Week on CBS - FREE  
PLACEMENT - valued  
over \$500K 11  
Minutes Camera time  
- 22 min episode





#AloGlow

Adison Rae,  
Alo Skin,



Lucky  
Charms  
Cereal -  
Shameless



KAHI and  
CurlMix Beauty  
Products in  
Hocus Pocus 2  
(2022)



Oliver Peoples OP-  
506 Men's  
Sunglasses of  
Édgar Ramírez as  
Mike Valentine in  
Florida Man  
S01E03 "The  
Chain" (2023)



Crayola  
Crayons -  
Shameless

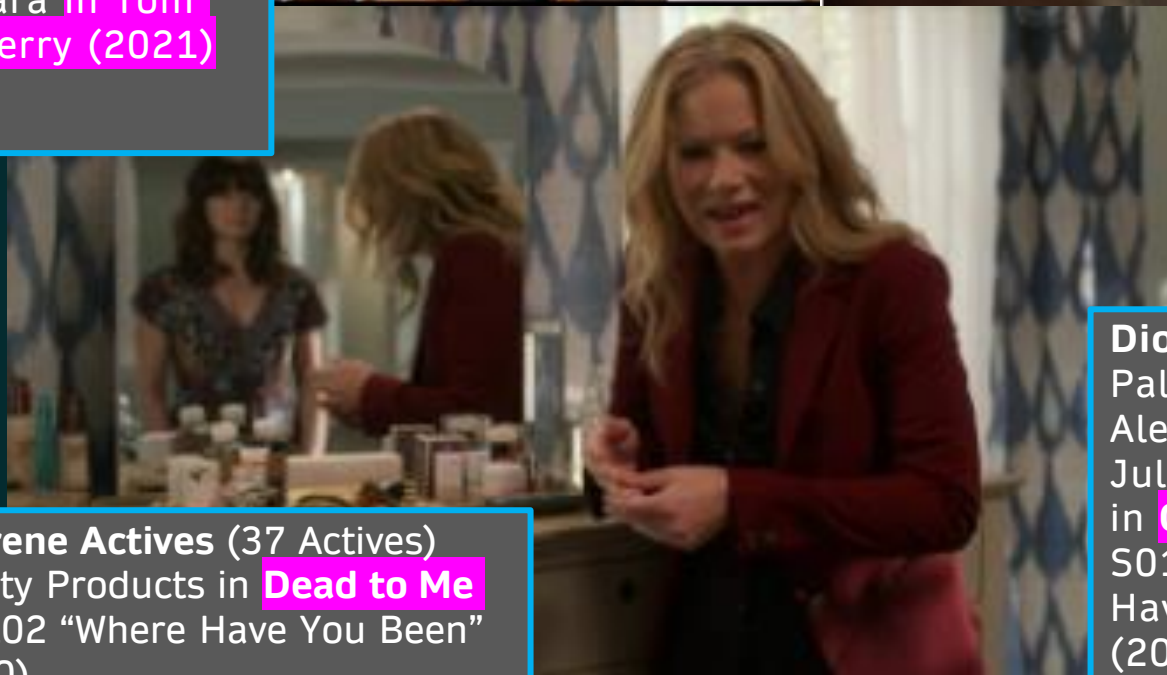




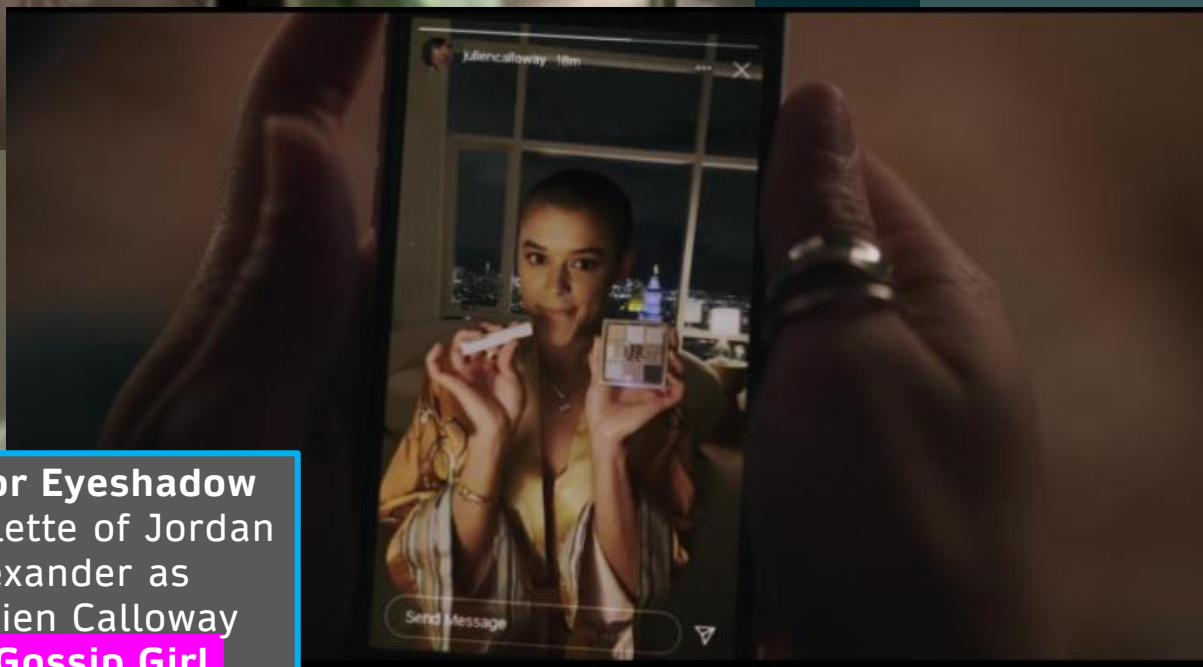
**Honest Beauty**  
Mascara in **Tom and Jerry** (2021)



**YSL Cosmetics of**  
**Melissa McCarthy** as  
Frances Welty in  
**Nine Perfect**  
**Strangers** S01E02  
"The Critical Path"  
(2021)



**Macrene Actives** (37 Actives)  
Beauty Products in **Dead to Me**  
S02E02 "Where Have You Been"  
(2020)



**Dior Eyeshadow**  
Palette of **Jordan**  
**Alexander** as  
**Julien Calloway**  
in **Gossip Girl**  
S01E02 "She's  
Having a Maybe"  
(2021)



Sharing THANKS FOR THE BRAND SWAG!!

L. Mawby "Sex"  
Bubbly, Free  
Placement, 2  
separate episodes,  
different years, on  
**MOM**



CELEBRITY  
GIFTING

Send Message

7



# CELEBRITY SWAG, GIFT GUIDE SUCCESS

9:01  
IS your first little collection starting? We hope you're matching your gorgeous man  
Welcome to the world!  
Love,  
Alison



## Heidi Klum Wears...





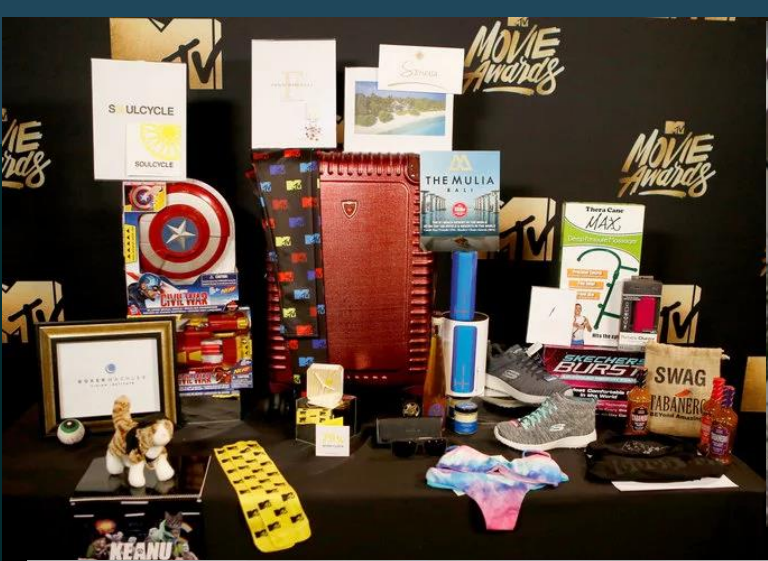


# NEW YORK FASHION WEEK

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Renewals,  
Calendar,  
HOLLYWOOD  
HOTBOX -  
freebies &  
needs**



Founded by JoDee Randall, an Intuitive Celebrity Insider who Curates & Cultivates Emerging & Seasoned Brands With Celebrities, Stylists, TV, Movies, Music Videos, Editors, Entertainment News TV, Industry Experts / Investors For Interaction, Collaboration, Partnership Through Tangible Engagement And Reciprocates Feedback Of The Brand Via Press Release To Over 100,000 Journalists, Social Post By Celebrities, Editorials, Entertainment News Creating A Coveted/ Desired "Everybody Knows Your Name" Brand Status Amongst The Masses.

A self labeled "Serial Entrepreneur", JoDee has founded several businesses, while some are quietly growing and not yet publicized, she asks you to join her and see what it's all about.

HOUSE OF SHOW STYLE BRAND LIBRARY Is A Service Privately Introducing Exceptional Consumer And Service Brands To A - List Celebrities, Stylists, Vips, Editors, Media, Influencers, Industry Leaders, Investors, Currency Platforms Via Tangible Gift Or Physical Engagement. Soon To Be An Metaverse & Interactive Web Platform Where Brands And Properties Introduced Engage For Future Endeavors.

SHOW STYLE BRANDS is Interactive Marketing, Product Placement Movies & TV, Music Videos.

RED CARPET SURVIVAL /DIRECT 2 CELEBRITY SWAG Engagement Of Multiple or Single Brands Once, Or Multiple Celebrities, Stylists, Editors, VIPs, Musicians in Experiential Activations, Red Carpet Appearances, Backstage, Concerts, Festivals, Awards Shows, Premieres

**HOUSE OF SHOW STYLE**  
BRAND LIBRARY & *Red Carpet*  
SURVIVAL SWAG

