

Target Analysis: Celebrity

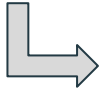
Intern Pitching Project

May Li

Confluency.IO

What is Unique about Celebrity?

1. Celebrities have a higher chance of having mental and wellness struggles.



PAINPOINT 1: Provide Resources for Personal Issues Addressing

2. Celebrities have social influence and want to make an impact.



PAINPOINT 2: Utilize Celebrity's Influence for Health Advocacy and Future Career Growth

Celebrity's Struggles

Statistics

- People working in the performing arts are **twice as likely** to experience depression as the general population.
- The **average age of death** for celebrities overall, was **58**, compared to an average of **72** years for other Americans.
- Celebrities are almost **four times more likely** to kill themselves than the average American.

Mechanism - features of working in the entertainment industry

- No privacy
- Lost sense of self
- Loss of challenges
- Imposter syndrome
- Loneliness: Audience's adoration and expectations lead celebrities down an incredibly lonely path

Celebrity's Struggles

- **Schizophrenia**

- Aaron Carter
- Zelda Fitzgerald
- Darrell Hammond
- Lionel Aldridge
- Bettie Page
- John Nash Jr



- **Bipolar disorder**

- Mariah Carey
- Carrie Fisher
- Bebe Rexha
- Mel Gibson
- Demi Lovato
- Russell Brand
- Brian Wilson
- Kurt Cobain



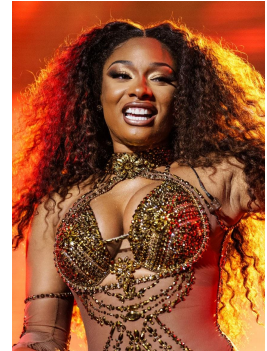
- **Depression**

- Dwayne Johnson
- Katy Perry
- Jon Hamm
- Lady Gaga
- Michael Phelps
- Kristen Bell
- Bruce Springsteen
- Gwyneth Paltrow
- Ryan Phillippe



- **Anxiety disorder**

- Megan Thee Stallion
- Jonah Hill
- Kendall Jenner
- Prince Harry
- Selena Gomez
- Marcus Morris



How Issues Evolve Over Life of Career

Financial Struggles

- Financial illiteracy : Many celebrities have come from a "rags to riches" path, where they started from humble or disadvantaged backgrounds. They have no education in regard to money management, finances, and taxes.
- Job Uncertainty and Seasonal Work: Project-By-Project Basis - This type of irregular income can make it hard to plan and save for the future, leading to financial stress and uncertainty.

Physical struggles

- Overcame significant personal challenges or traumatic experiences physically, while physical struggles potentially lead to mental struggles.



Lindsay Lohan

DUI charges and multiple lawsuits resulted in substantial financial burdens, as she had to cover legal fees and settlements. Lohan has struggled with **addiction** and faced multiple **rehab stints**.

[Other cases:](#) Nicolas Cage/Toni Braxton/Johnny Depp/Mike Tyson

How Issues Evolve Over Life of Career

Family Issues

- Experienced challenging family dynamics or conflicts - Navigated through publicized family disputes or estrangement - Sought personal growth and healing from family issues.
- Cases: Angelina Jolie/Drew Barrymore

Cyber-bullying

- Endured severe social bullying or public criticism.
- Developed resilience and self-acceptance.
- Advocates for anti-bullying initiatives and mental health support.

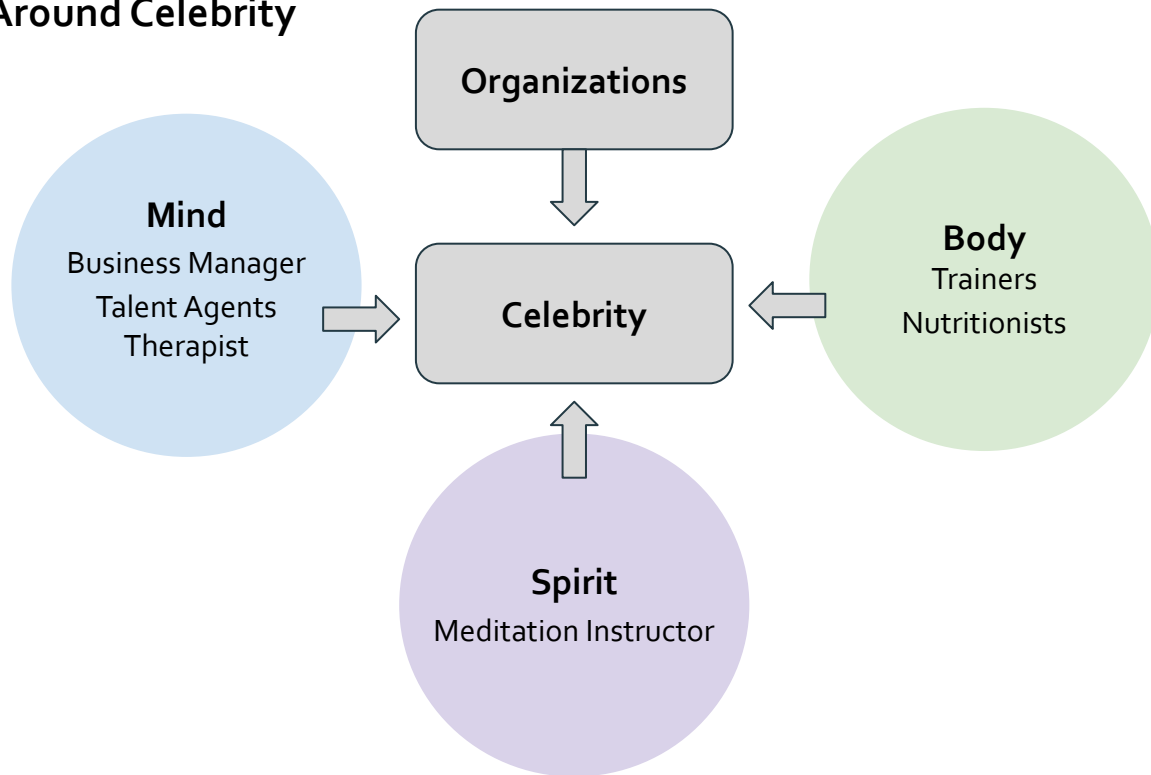


Lizzo

Lizzo faced social bullying and body-shaming throughout her life and career. She has been vocal about the importance of self-love, body positivity, and embracing individuality. Lizzo actively supports anti-bullying campaigns and encourages her fans to celebrate their differences.

P1: Addressing Personal Issues

Resources Around Celebrity



P1: Addressing Personal Issues

Business Manager

Job Functions

- Financial Management
- Contract Negotiations
- Business Planning and Strategy
- Legal and Risk Management
- Day-to-Day Administrative Support

P1: Addressing Personal Issues

Talent Agents

Job Functions

- Represent Clients
- Job Sourcing
- Contract Negotiations
- Networking
- Legal and Business Affairs
- Career Development
- Public Relations
- Casting calls

P1: Addressing Personal Issues

Trainers

Job Functions

- Assess clients' fitness levels, goals, and physical limitations.
- Design customized workout plans to help clients achieve their fitness objectives.
- Demonstrate proper exercise techniques and provide hands-on coaching.
- Monitor clients' progress and adjust workout routines as needed.
- Educate clients on the importance of proper form and injury prevention.

Name	Celebrity Clients
Harley Pasternak	Lady Gaga, Katy Perry, Rihanna, Halle Berry
Gunnar Peterson	Khloé Kardashian, Jennifer Lopez, Sofia Vergara, Chris Hemsworth
Tracy Anderson	Gwyneth Paltrow, Jennifer Aniston, Madonna, Shakira
Jillian Michaels	Julianne Hough, Pink, Alicia Keys, Khloé Kardashian
Chris Powell	Heidi Powell (his wife), David Smith, Rachel Frederickson
Luke Zocchi	Chris Hemsworth, Liam Hemsworth, Cate Blanchett, Matt Damon
David Kirsch	Kate Upton, Heidi Klum, Liv Tyler, Jennifer Lopez
Mark Jenkins	P. Diddy, Beyonce, Missy Elliot, and more
Ben Bruno	Jessica Biel, Kate Upton, Justin Timberlake, and others
Aaron Williamson	Dwayne Johnson, Jamie Foxx, Zac Efron, and others
Jeanette Jenkins	Pink, Tia Mowry, Serena Williams, and more
David Kirsch	Kate Upton, Heidi Klum, Liv Tyler, Jennifer Lopez
Simone De La Rue	Jennifer Garner, Chrissy Teigen, Rosie Huntington-Whiteley, Anne Hathaway
Corey Calliet	Michael B. Jordan, John Boyega, Nnamdi Asomugha, Jason Mitchell
Ashley Borden	Christina Aguilera, Mandy Moore, Ryan Gosling, Reese Witherspoon

P1: Addressing Personal Issues

Nutritionists

Job Functions

- Assess clients' dietary habits, health goals, and medical history.
- Create personalized nutrition plans to meet clients' specific needs and objectives.
- Provide education on balanced diets, portion control, and healthy eating habits.
- Monitor clients' progress and make adjustments to the nutrition plan as needed.
- Offer advice on managing medical conditions through dietary interventions.

Name	Celebrity Clients
Dr. Frank Lipman	Gwyneth Paltrow, Maggie Gyllenhaal, Donna Karan
Joy Bauer	N/A
Philip Goglia	Chris Hemsworth, Chris Pratt, Khloé Kardashian, Cara Delevingn
Cynthia Pasquella	Jennifer Hudson, Eva Longoria, Charlize Theron, Kate Beckinsale
Kelly LeVeque	Jessica Alba, Chelsea Handler, Jennifer Garner, Emmy Rossum
Heather Bauer	Mariska Hargitay, Daphne Oz, Kelly Rutherford, Luann de Lesseps
Dr. Charles Passler	Bella Hadid, Adriana Lima, Naomi Watts, Amber Valletta
Dr. Mark Hyman	N/A
Kimberly Snyder	Reese Witherspoon, Drew Barrymore, Channing Tatum

P1: Addressing Personal Issues

Organization	Initiatives
The Actors Fund	The Actors Fund is a national human services organization that provides assistance and support to individuals in the performing arts and entertainment industry. They offer a wide range of programs and services, including counseling and mental health resources.
The Behind the Scenes Mental Health Initiative	The Behind the Scenes Mental Health Initiative is an industry-wide effort to provide education, resources, and support for entertainment industry professionals. They aim to raise awareness about mental health and connect individuals with mental health resources.
The Entertainment Industry Foundation (EIF)	EIF's Mental Health Program collaborates with various organizations to promote mental health awareness and provide support within the entertainment industry. They work to reduce stigma, provide resources, and encourage open conversations about mental health.
The Producers Guild of America (PGA)	Mental health resources: https://producersguild.org/covid-resources
The Directors Guild of America (DGA)	Health plan: https://www.dga.org/resources/pensionhealth.aspx Events: https://www.dga.org/en/Events/2022/November2022/EDSC_MentalHealth_0922
The Actors' Equity Association	The Actors' Equity Association is a labor union representing actors and stage managers in the theater industry. They provide resources and support services, including mental health initiatives, to their members.
Music Minds Matter	Music Minds Matter is an initiative by Help Musicians UK that offers a 24/7 mental health support line specifically for musicians and individuals working in the music industry. They provide counseling, therapy, and signposting to other relevant services.

Celebrity's Social Influence

Positive Influence: Social Advocacy

- Many celebrities have recently disclosed their experiences with mental health disorders and have advocated to **increase awareness, reduce stigma, and improve public policy** related to mental health
- Most of the celebrities involved in the mental health business used to suffer from mental illness.



"I want to present your tools and teachings of my therapist, in a way that allows people to access them and use them to make their own life better."

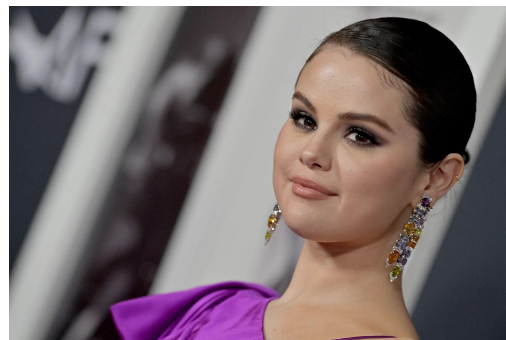
— Jonah Hills

Negative Influence: Werther Effect

- The identified rise in suicide rates following well-publicized reports of deaths by suicide of celebrities or other well-known figures in the media

"I really want people to be understood, seen, and heard," said Gomez in the interview. "It's okay to not be okay."

— Selena Gomez



Celebrity's Initiatives - Creative Outlet

Film/TV



A Star is Born - Lady Gaga

"A Star is Born" featuring Lady Gaga delves into the portrayal and advocacy of mental health issues.

The film explores the impact of mental health struggles on individuals and their relationships, emphasizing the importance of support and seeking help.

Lady Gaga's personal experiences and advocacy work in the realm of mental health contribute to the authenticity and impact of her performance in the film.

Celebrity's Initiatives - Creative Outlet

Music



1-800-273-8255 by Logic

"Music is artists' way of processing the highs and lows of their life and this vulnerability allows listeners to connect to the artists and their music. 'The song helped get me through one of the most emotionally exhausting and mentally draining nights of my life.'"

The song's title is the previous phone number for the American National Suicide Prevention Lifeline (NSPL). The song has successfully raised awareness among the audience as more people start to pay attention to their mental wellness and reach out to seek help

Celebrity's Initiatives - Creative Outlet

Digital Channels

Website

Megan Thee Stallion started an online resource for mental health called "[Bad Bitches Have Bad Days Too](#)"



Website

[Selena Gomez & Wondermind](#)



Youtube Channel

Miley Cyrus started a youtube channel called [Bright Minded: Live with Miley](#) that invites special guests to discuss how to conquer mental issues



Celebrity's Initiatives - Social Activities

Interviews

Celebrity partners with social media platforms/magazine/tv show to talk about their mental health



[Adele x Vanity Fair Magazine](#)

Workshops

Celebrity talks about their mental health through interactive events such as speeches, seminars, live streaming, etc



Matthew McConaughey - The Art of Living

Celebrity's Initiatives - Partnership

Wellness Brand Endorsement

Celebrities publicly recommend or endorse wellness brands, either through their social media platforms, interviews, or other media channels. They share their positive experiences with the brand and encourage their followers to try it.



Michael Phelps openly shared his struggles with mental health and recommended Talkspace as a valuable resource for therapy.

Michael Phelps x Talkspace



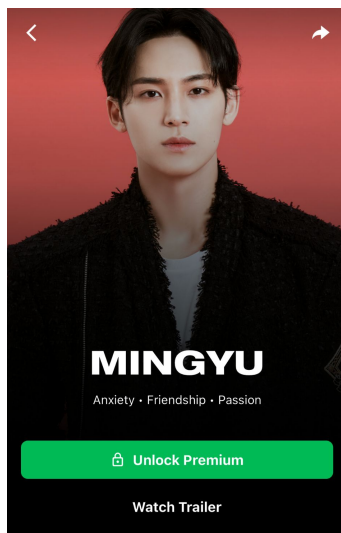
Oprah Winfrey has mentioned using the app and praised its benefits in interviews and on her social media platforms.

Oprah Winfrey x Headspace

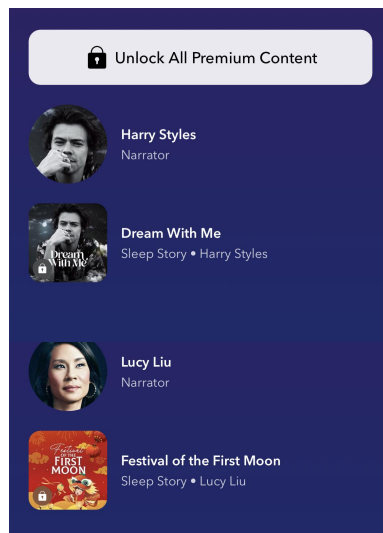
Celebrity's Initiatives - Partnership

Digital content creation with platforms

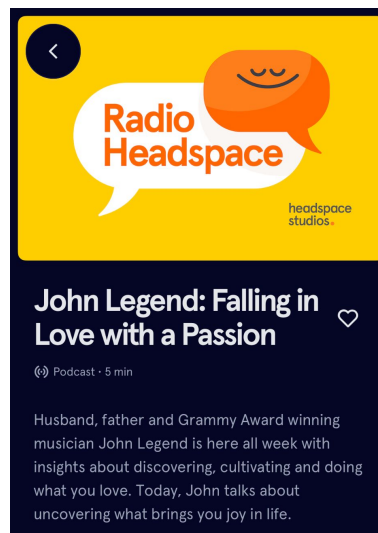
Celebrities collaborate with the Meditation apps to create exclusive content.



Mindset



Calm



Headspace

Celebrity's Initiatives - Investment

Celebrities investing in wellness brands.

Why

- Boost their career growth
- Financial return
- Promoting a brand to their massive, engaged fanbase

What

- invest in things they're interested in or that they hope will be profitable

How

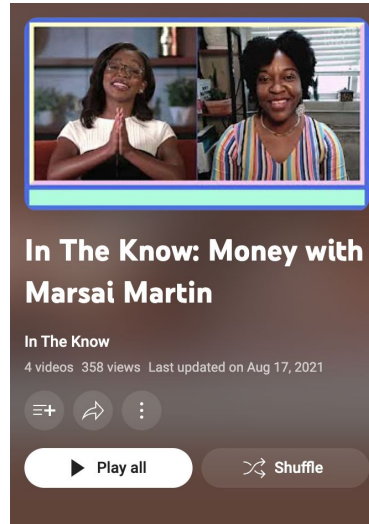
- Investors
- Investment platforms (VC)
- Co-founder
- Founder

Name	Type	Role	Company
Jessica Alba	Celebrity	Investor	Headspace
Jared Leto	Celebrity	Investor	Headspace
Ryan Seacrest	Celebrity	Investor	Headspace
Beyonce	Celebrity	Investor	Lemon Perfect
Ellen DeGeneres	Celebrity	Investor	Beyond Meat
Ellen DeGeneres	Celebrity	Investor	Headspace
Magic Johnson	Athlete	Magic Johnson Enterprises	ShotTracker
Ashton Kutcher	Celebrity	A-Grade Investments	Forward
Lance Armstrong	Athlete	Next Ventures	Powerdot
Serena Williams	Athlete	Serena Ventures	Tonal
Serena Williams	Athlete	Serena Ventures	OURS

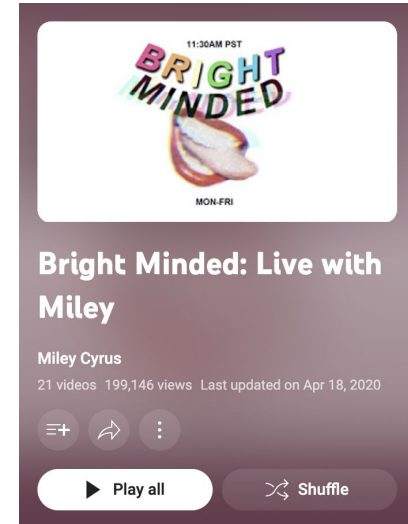
P2: Boosting Social Influence

Creator Economy

- From Celebrity to Influencer
- Many celebrities are starting their own social media channels to share content regarding addressing mental struggles and advocating holistic wellness.
- Social media serves as a platform for celebrities to speak out and advocate, and the rise of the creator economy has made it easier for celebrities to expand their reach and career scale.



Marsai Martin's Youtube Channel

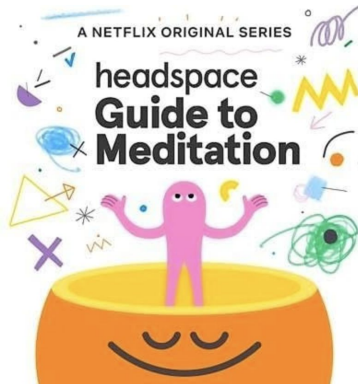


Miley Cyrus' Youtube Channel

P2: Boosting Social Influence

Wellness Programming

- Many wellness apps start to partner with celebrity and produce digital content outside of the in-app services.
- This will become a new trend for celebrity partnership in the mental wellness industry.



Types of Content

- TV/Film/Music/Podcast
- Educational series
- Distributed on streaming platforms such as Netflix, HBO, Youtube, etc.

Purpose of Production

- Demystify meditation
- Introduce mindfulness concepts
- Make them **approachable** and available to as many people as possible

P2: Boosting Social Influence

Investment Opportunities

- Wellness Startups
 - **Tech Start-ups:** in the fields of artificial intelligence, virtual reality, augmented reality, blockchain, fintech, and various mobile applications.
 - **E-commerce and Direct-to-Consumer (D2C) Brands:** in e-commerce platforms and D2C brands, niche products or unique branding to stand out in a crowded market.
 - **Health and Wellness:** wellness products, fitness apps, mental health services, and innovative healthcare solutions.
 - **Sustainable and Green Start-ups:** sustainability, clean energy, eco-friendly products, and waste reduction initiatives.
 - **Entertainment and Content Creation:** content creation, digital media platforms, and streaming services.
 - **Food and Beverage:** innovative food and beverage products, meal delivery services, and restaurant-tech platforms.
 - **Financial:** financial management service, investment app