



THE ULTIMATE CELEBRITY ENGAGEMENT TOOL

CENTAUR
MEDIA

THE ONLY CELEBRITY ENGAGEMENT TOOL YOU NEED...

Celebrity Intelligence is a powerful marketing intelligence tool that combines the knowledge, insights and data you need to deliver a targeted and successful celebrity engagement strategy.

With over 25 years of experience, Celebrity Intelligence is the preferred and most trusted destination for businesses looking to discover and connect with only the most relevant influencers and celebrities.

Our continued commitment to advancing innovation has ensured our clients have the data, technology and tools it takes to make strategic decisions that deliver results.

NEW TO CELEBRITY INTELLIGENCE



Audience
Demographics



Psychographic
Data



Online Classroom



Social Media
Engagement
Metrics
COMING SOON



Endorsement
Rate Indicators
COMING SOON

5 REASONS YOU NEED



01

Identify celebrities and digital influencers that speak authentically to your audience. Search by sector, interests, endorsements, audience demographics and more...

02

Discover celebrity gifting and dressing opportunities, see who's in town or available for interview using our forward planning comprehensive events calendar.

03

Effectively manage your relationships and connect directly with agents, managers, and publicists for over 60,000 celebrities and influencers.

04

Through our live Buzz Index keep up-to-date on the rising stars and hot talent your brand should be engaging. Cut research time with our in-depth celebrity profiles.

05

Understand the real impact a celebrity or influencer can bring to your brand using our brand new social audience insights.

DID YOU KNOW?

74%

of brands are already working with celebrities and have a celebrity engagement strategy firmly established.

4%

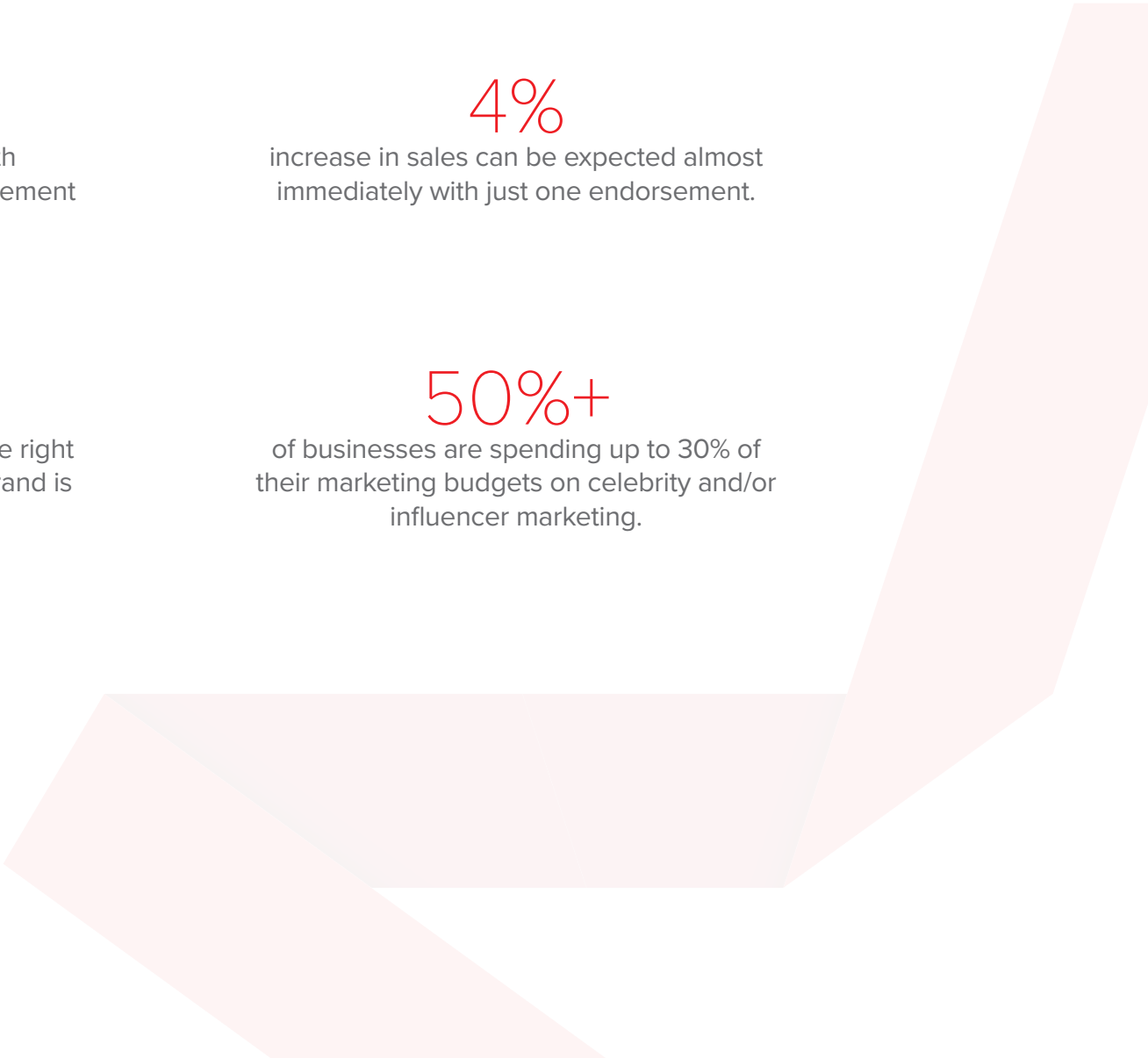
increase in sales can be expected almost immediately with just one endorsement.

66%

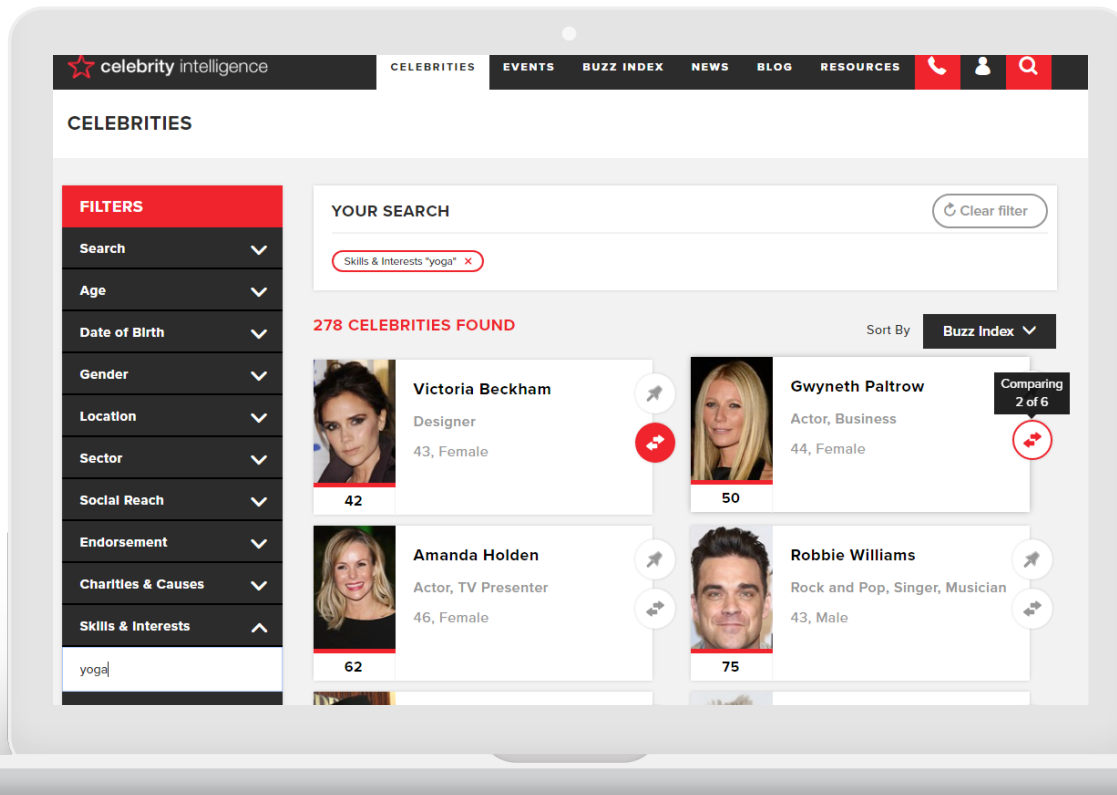
of companies agree that identifying the right celebrity or influencer to match to a brand is a difficult, time consuming task.

50%+

of businesses are spending up to 30% of their marketing budgets on celebrity and/or influencer marketing.

The bottom right corner of the slide features several overlapping, semi-transparent geometric shapes in shades of light pink and peach, creating a modern, abstract design element.

ALL THE CELEBRITY INFORMATION YOU NEED IN ONE CONVENIENT PLACE



Identify the right celebrity or influencer to match to your brand, campaign or cause. Filter by age, location, social media statistics, endorsements, sector, causes, upcoming event activity and more...




Discover talent with relevant interests to suit your campaign needs.



Connect with the best person for your campaign with representation details for over 60,000 celebrities and influencers.



Stay up-to-date with the latest news, events, interests, charity partnerships, endorsement deals and more.



Gwyneth Paltrow

44, Female, Business, Actor

[Pin It](#) [Compare](#)

[2.9M TWITTER FOLLOWERS](#) [3.4M INSTAGRAM FOLLOWERS](#) [1.3M FACEBOOK LIKES](#)

BIRTHDAY / BIRTHPLACE

Sep 27, 1972
Los Angeles, California, United States

RESIDES

New York, United States
Belsize Park, London, United Kingdom
Malibu, California, United States

BIOGRAPHY

Parent [See Children](#)
Oscar-winning actress. [See Wikipedia](#)

[www.goop.com](#)
[@gwynethpaltrow](#)

[www.instagram.com/gwynethpaltrow](#)
[www.facebook.com/GwynethPaltrowOfficial](#)

50

RANK

WEEK

MONTH

YEAR

CONTACTS

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Tory Burch Foundation Releases Women's...
To coincide with International W...
MAR, 8 2017



Gwyneth Paltrow Joins Forces With F...
Luxury wrist watch company, Fre...
MAR, 18 2016



Gwyneth Paltrow Named New Face Of TOUS
Jewellery brand TOUS has anno...
DEC, 16 2015



Gwyneth Paltrow teams up with Juice Beauty
GOOP and Gwyneth Paltrow have unveiled a long-term business venture with Juice Beauty. Gwyneth, who is co-developing organic make up with the brand, comments, 'We are always looking for clean produ...'
MAR, 2 2015



Tailor your search with Audience Insights, a brand new, fully searchable feature to help you analyse, target and engage celebrities and influencers that are right for your business.



Understand the real impact a celebrity or influencer can bring to your brand using our social audience demographics and psychographic data. Filter by audience gender, age, parental status, personal income, occupations, ethnicity, religion, language, location, brand affinities, likes, Interests, topics and influences.



Integrate social media metrics into your search criteria to ensure your campaign gets heard on social.

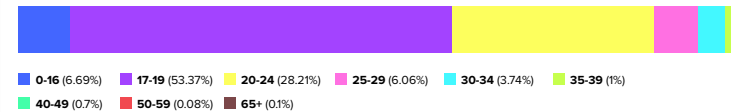
AUDIENCE

OVERVIEW

The main audience are **Female**, are aged **17-19 years old**, are living in **United States**, are speaking **English**, are **Single**, are **Students**, love **Instagram**, are interested by **Rock**, are influenced by **Taylor Swift**, are hashtagging **#love**, are earning Under **£7,500**, are **Christian**.

IN DETAILS

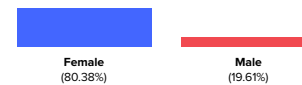
AGE



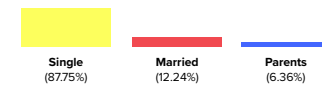
BRANDS

- | | | | |
|--------------|----------------------|-------------------------|---------------|
| 1. Instagram | 2. Starbucks | 3. Victoria's Secret | 4. MTV |
| 5. Disney | 6. Nike | 7. McDonald's | 8. Youtube |
| 9. BBC | 10. Forever 21 | 11. National Geographic | 12. Topshop |
| 13. Vogue | 14. GAG | 15. UberFacts | 16. H & M |
| 17. Adidas | 18. Urban Outfitters | 19. Netflix | 20. E! Online |

GENDER



FAMILY STATUS



HASHTAGS



INFLUENCES

- | | |
|--------------------|--------------------|
| 1. Taylor Swift | 2. Katy Perry |
| 3. Selena Gomez | 4. Demi Lovato |
| 5. Justin Bieber | 6. Ariana Grande |
| 7. Beyonce Knowles | 8. Kendall Jenner |
| 9. Miley Cyrus | 10. Kim Kardashian |

LIKES & HASHTAGS

- | | | | |
|--------------------------|--------------------------|---------------|--------------|
| • Rock | • Alternative/Indie rock | • Pop | • Dance-Pop |
| • Music (broad interest) | • Teen pop | • Punk | • Club/Dance |
| • Drama | • Dance | • Fashion | • R&B |
| • Electronic | • Romance | • Clothing | • House |
| • Fiction | • Comedy | • Young adult | • Underwear |

LOCATION

World



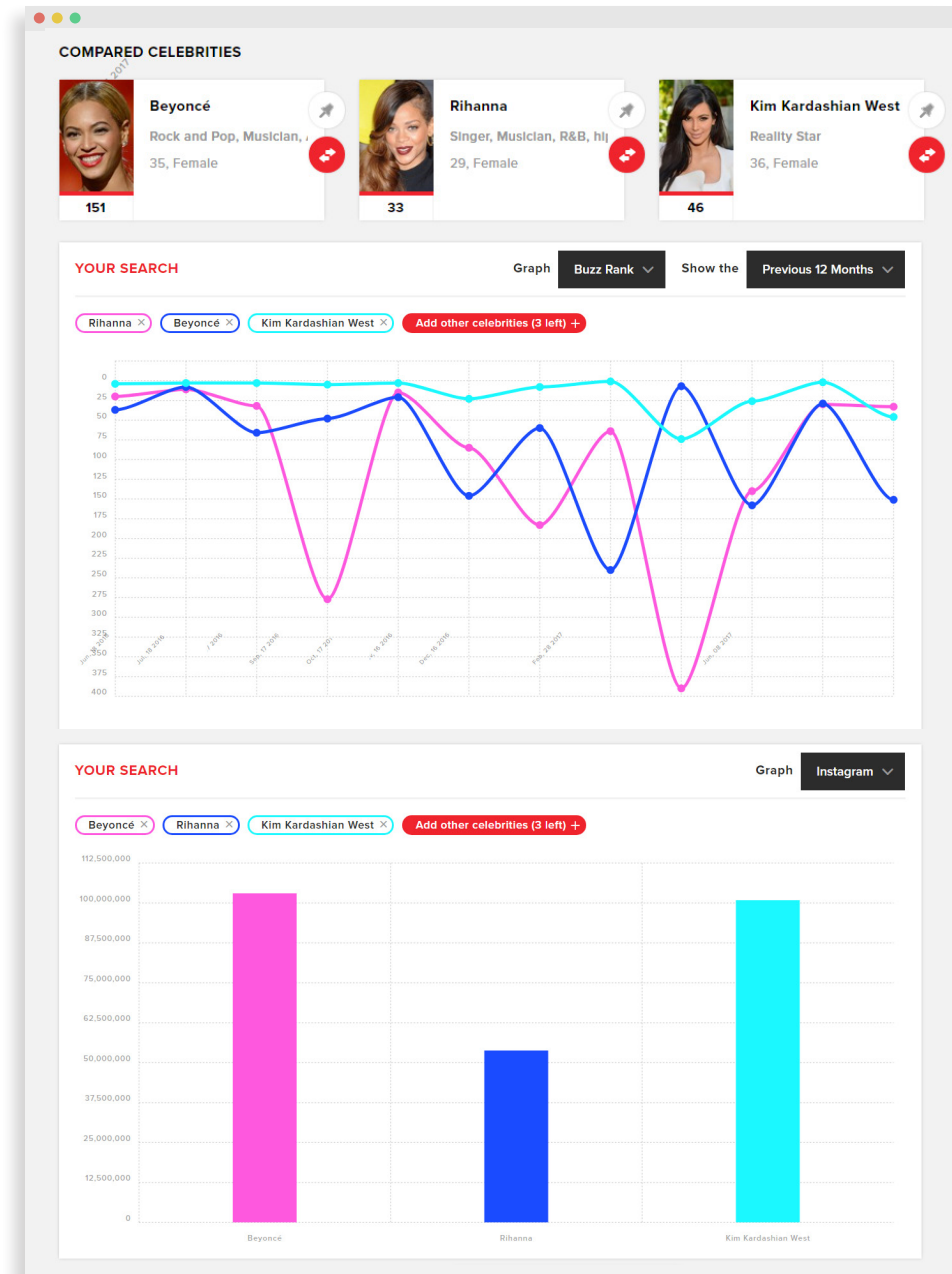
Celebrity Intelligence is geared to provide a better, smarter, more strategic approach to your celebrity outreach.



Find out who's trending on social today – Kim K, Rihanna or Beyoncé? You can compare the social performance of up to six celebrities across the most popular social media platforms.



Keep up-to-date on rising stars and trending talent with our Buzz Index, our own propriety algorithm that gives an accurate measurement of who's being talked and written about the most online.



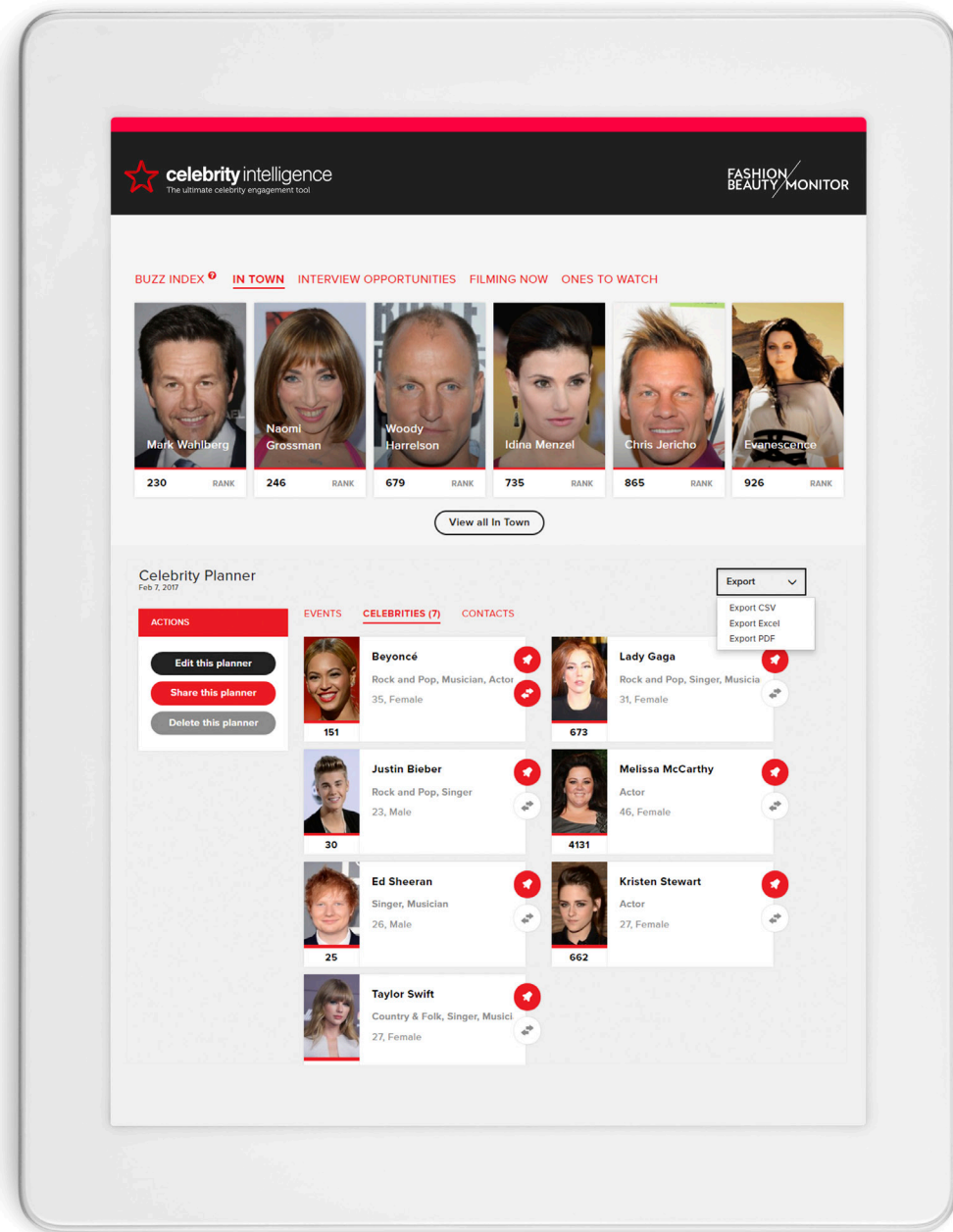


Are you looking to dress or gift a celebrity?
See who's in town and attending the hottest parties, premieres, festivals and events.

Plan your content coverage and identify
who's available for interview using our
comprehensive entertainment events calendar.



Save and share your lists and planners with the
team. You can even export celebrity profiles
into PDF's to create professional reports.

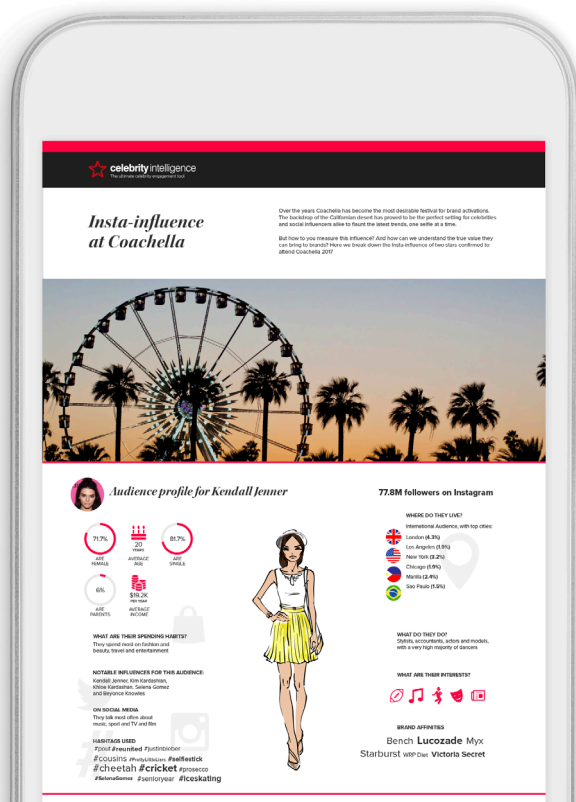


THOUGHT LEADERSHIP

Celebrity Intelligence's News and Insights is the go-to for marketers and media professionals who want to stay on trend.

All the hottest endorsement deals, signings, launches, representations and promotions are rounded up on the website and delivered to your inbox daily.

Moreover, a knowledge bank of white papers, webinars, case studies, guides and newsletters are at hand to help users stay tuned to the topics shaping the industry.



WHAT OUR CLIENTS SAY

“We have been using Celebrity Intelligence since 2008 and couldn't recommend it highly enough! It has become our go-to platform for reliable and up-to-date data and insight, helping us to plan and implement highly successful celebrity outreach strategies across the agency's client portfolio. The platform's quality of data, along with daily news and updates on industry moves and changes, have helped keep us in the know and ahead of the game. Celebrity Intelligence has been an excellent choice for EdenCancan!”

Edencancan

“As a Celebrity Manager for a large charity, I couldn't do what I do without Celebrity Intelligence. It's an invaluable resource and the team are always helpful and on hand.”

NSPCC

“Celebrity Intelligence as a work tool is invaluable. Not only is the product easy to navigate, but the information and data provided is accurate and consistently lists more detail than any other tool.”

Core PR Group

Arcadia



benefit
SAN FRANCISCO

BPCM.

BURBERRY
London, England



HARVEY NICHOLS
Est. 1831



KARLA OTTO



next



SWG





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sales@celebrityintelligence.com

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