

COUPLES THERAPY

SEASON 2 PREMIERE PRESS MAILER

In the spirit of personal growth, The Impact Agency curated and shipped custom succulent garden gifts to print, digital, and broadcast media ahead of the Season 2 Premiere of the Showtime docuseries.

Through individual outreach, our team was able to reach journalists and producers from all major trades, weeklies, morning/talk shows, and national news outlets including, but not limited to, ACCESS, AP, AV Club, BuzzFeed, CNN, Deadline, E! News, Entertainment Weekly, Essence, Glamour, Good Morning America, Indiewire, LA Times, Live with Kelly and Ryan, New York Times, NPR, People, NY Mag/The Cut, The Hollywood Reporter, The Talk, The View, The Wrap, TODAY Show, USA Today, Vanity Fair, Variety, Watch What Happens Live, and more.



Jessica Radloff, West Coast
Entertainment Editor, GLAMOUR



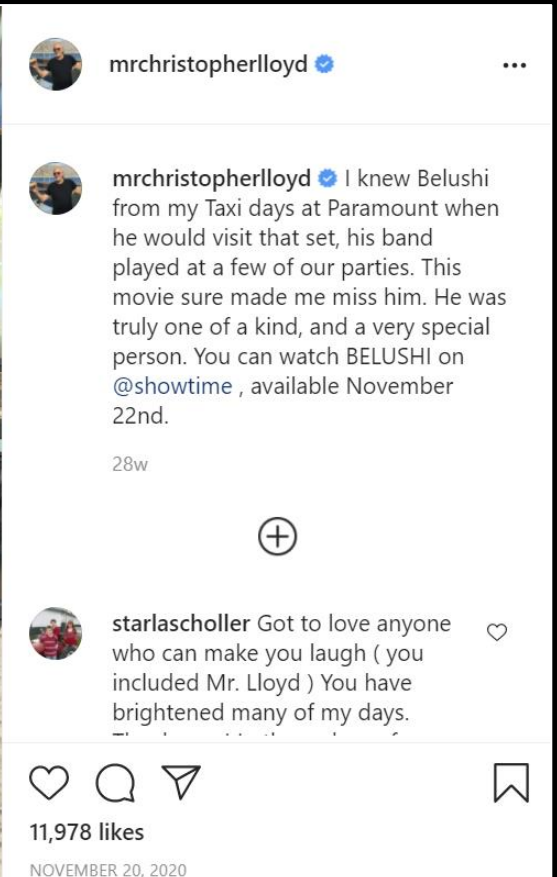
BELUSHI

POLAROID GIFT MAILER

The Impact Agency curated a custom mailer for the Showtime documentary BELUSHI. The shipped mailer included a retro Polaroid camera, Garrett Popcorn from John's hometown of Chicago, and custom Postcards featuring favorite photos from his life and career.

Our team confirmed participation and received social media support from celebrity fans and friends of the late comedian including (in alpha order) Louie Anderson, Eric Andre, Judd Apatow, Dan Aykroyd, Michael Ian Black, Anna Camp, Aya Cash, Margaret Cho, Deon Cole, Fran Drescher, David Duchovny, Cynthia Erivo, Bridget Everett, Kate Flannery, Jeff Garlin, Whoopi Goldberg, Keegan-Michael Key, Christopher Lloyd, Tim Matheson, Adam Pally, Josh Peck, Caroline Rhea, Maya Rudolph, Horatio Sanz, Ben Schwartz, John Stamos, Martha Stewart, and more.

60,000,000+ MM SOCIAL IMPRESSIONS



IG post from Christopher Lloyd



PALM SPRINGS

FOOD & BEVERAGE MAILER

The Impact Agency curated a specialty food and beverage mailer to complement Hulu's PR team's press mailers. These custom gifts were hand-delivered to guests' homes to give them the ultimate "staycation" experience while screening the film.

Our team confirmed participation and social media support from guests including (in alpha order) Fred Armisen, Katie Aselton, Lance Bass, Vanessa Bayer, Doug Benson, Yvette Nicole Brown, Anna Camp, Rob Corddry, Daveed Diggs, Paul Feig, Ben Feldman, Janina Gavankar, Jake Johnson, Nick Kroll, Danielle Macdonald, Kumail Nanjiani, Jason Reitman, Reid Scott, Molly Shannon, Hannah Simone, Cobie Smulders, Joe Lo Truglio, Noel Wells, and more.

54,000,000+ MM SOCIAL IMPRESSIONS



IG post from Nev Schulman

QUIZ

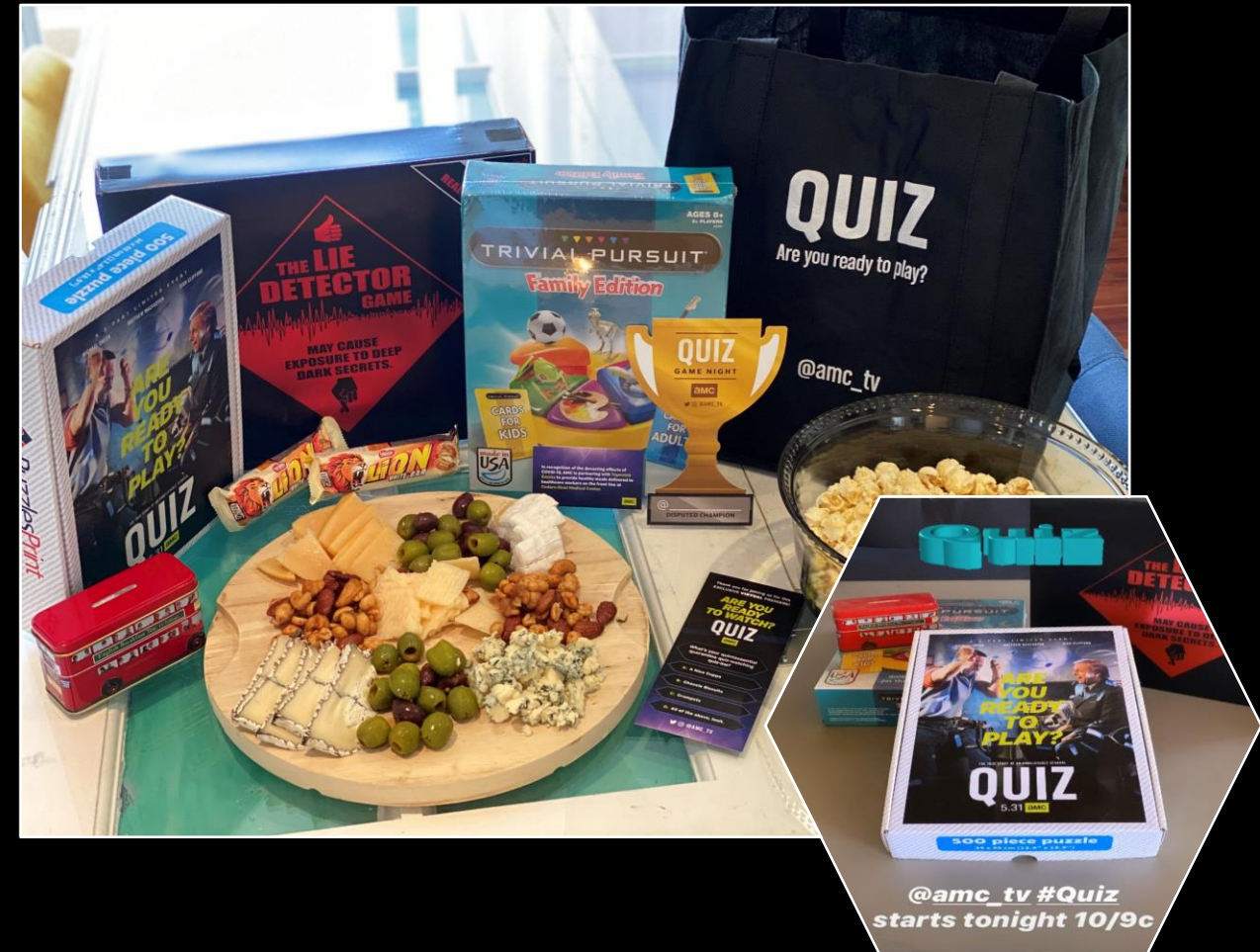
CUSTOM GAME NIGHT MAILER

In promotion of the premiere of AMC's limited series, *QUIZ*, The Impact Agency curated and hand-delivered 100 custom game night gift bags for guests to enjoy while screening the three-part series.

Gift bags contained Trivial Pursuit Family Edition, the Lie Detector Game, a custom 500-piece *QUIZ* puzzle, and gourmet English teas, snacks, assorted cheeses and chocolate treats.

Confirmed guests included Blair Underwood, Christina Applegate, Cheryl Hines, Dana Delany, Guillermo Diaz, Sharon Osbourne, Ingrid Michaelson, Wayne Brady, Jeffrey Bowyer-Chapman, Iliza Shlesinger, Kimiko Glenn, Thomas Middleditch, Lance Bass, Nico Santos, Piper Perabo, Kate Flannery, Milo Manheim, Dexter Darden, Doug Benson, Fran Drescher, Hannah Simone, Hayley Law, Alisha Wainwright, Adam Shankman, Arden Myrin, Chris Gorham, and more.

54,000,000+ MM SOCIAL IMPRESSIONS



IG story from Kevin McHale

THE HANDMAID'S TALE
DINNER & COCKTAIL DELIVERY

The Impact Agency curated a custom cocktail and dinner spread in partnership with female-led Venice and Brooklyn favorite, The Butcher's Daughter. Our team confirmed 50 Los Angeles and New York based celebrities and influencers to receive hand-delivered Reusable Linen Tote bags containing a 3-Course Meal for Two, Hand-Crafted Gin and Tequila Cocktails, Custom Linen Napkins, a Bouquet of Dried Florals, and a Butcher's Daughter Candle to enjoy while watching the first 3 episodes of the new season.

Confirmed guests included (in alpha order) Troian Bellisario, Alisha Boe, Lesley-Ann Brandt, Logan Browning, D'Arcy Carden, Jamie Chung, Garrett Clayton, Barbara Corcoran, Katie Couric, Jennie Garth, Kathy Griffin, Loni Love, Kevin McHale, Niecy Nash, Lily Rabe, Angela Rye, Cobie Smulders, Jodie Sweetin and more.

65,000,000+ MM SOCIAL IMPRESSIONS



IG story from Jodie Sweetin



IG story from Katie Couric



IG story from Kristin Davis

