

CHAD

SERIES PREMIERE MARKETING CAMPAIGN + PROMOTIONAL MAILER

13,000,000+ MM SOCIAL IMPRESSIONS

To promote the new TBS original series CHAD, The Impact Agency curated a targeted list of actors and comedians to receive a custom pair of NIKE LeBrons Sneakers to create organic social media engagement and word-of-mouth in tandem with the series premiere marketing efforts.

Our team was able to garner and receive social media support for the series from influencers/celebrities including Rashida Jones, Keegan-Michael Key, Josh Gad, Nick Kroll, Vanessa Bayer, Adam Pally, Akiva Schaffer, Lamorne Morris, Melissa Joan Hart, Jeffrey Bowyer-Chapman and more.



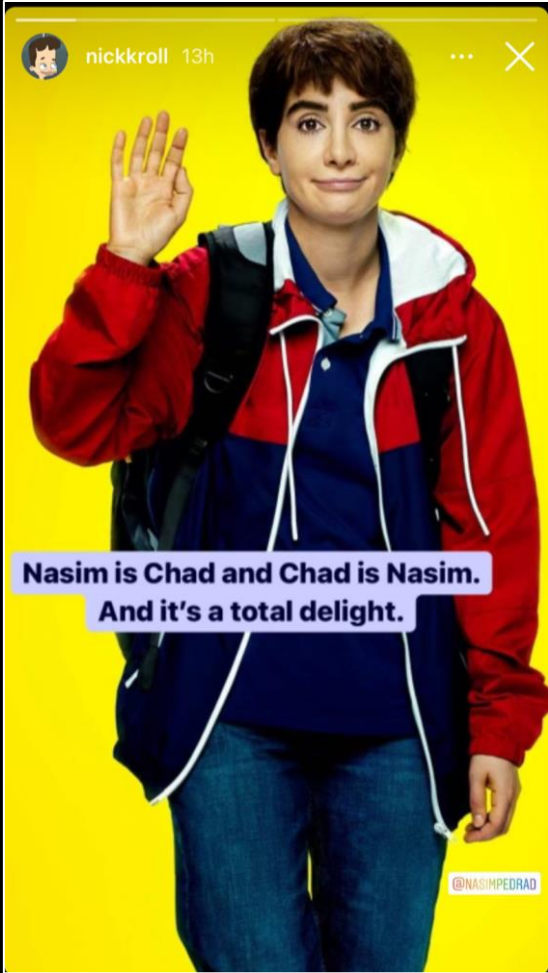
Keegan-Michael Key

@KeeganMKey · Apr 6

Nostalgic, original and daring. Three “beh salamati”s for Nasim Pedrad![#WholsChad](#)  [@TBSNetwork](#)



Tweet from Keegan-Michael Key



IG Story from Nick Kroll



IG Story from Jeffrey Bowyer-Chapman

TEQUILA HERRADURA
BRAND ACTIVATION + CUSTOM COCKTAIL KIT

26,000,000+ MM SOCIAL IMPRESSIONS

The Impact Agency curated a group of 60 tastemakers to receive hand delivered El Artista Cocktail Kits, the official tequila of the 2021 SAG awards, to enjoy while watching the awards show at home in LA.

We secured organic social media support from all guests including (in alpha order) Malin Akerman, Andrea Barber, Camilla Belle, Rob Benedict, Joey Bragg, Golden Brooks, Yvette Nicole Brown, Tony Cavalero, Don Cheadle, Fortune Feimster, Kate Flannery, Mark Hamill, Gavin Leatherwood, Javicia Leslie, AJ Michalka, Justin Mikita, Sam Richardson, Hannah Simone, Blair Underwood, Jenna Ushkowitz, Carmela Zumbado, and more.



IG post from Billy LeBlanc



Post from Rob Benedict



IG story from Mark Hamill




IG story from Hannah Simone

DC FANDOME
FAN CONVENTION EXPERIENCE + BRAND ACTIVATION MAILER

74,000,000+ MM SOCIAL IMPRESSIONS

The Impact Agency curated a guest list of celebrity fans of the DC Universe to receive custom gift boxes containing DC collectibles in support of DC FANDOME, a 24-Hour Worldwide Virtual Fan Experience. Guests' social media posts also served as an extension of the global marketing campaign to push information out to their fans and followers, encouraging them to tune-in for the exclusive DC FANDOME content.

Our team was able to confirm and receive social media support from guests including (in alpha order) Carmelo Anthony, Steve Aoki, Lance Bass, Kristen Bell, Andre 3000, Francesca Capaldi, Chloe x Halle, Jessica Chobot, Nathan Fillion, Tati Gabrielle, Whoopi Goldberg, Jeff Gordon, Seth Green, Penn Jillette, Taran Killam, John Leguizamo, Tia Mowry-Hardrict, Kal Penn, Luka Sabbat, Yara Shahidi, Dylan Sprouse, Louis Tomlinson, and more.



Tyra Banks

@tyrabanks · Aug 23, 2020

I had a blast at #DCFanDome! [DCFanDome.com](https://www.DCFanDome.com). Seeing @GalGadot and @ReallyLyndaCarter together blew my mind! You both make all females feel like we have the power of #WonderWoman 🦋!

Tweet from Tyra Banks



IG story from Lance Bass



IG story from John Stamos

BUGS BUNNY 80TH BIRTHDAY
HBO MAX FAMILY-FOCUSED PROGRAMMING PROMOTIONAL MAILER

As an extension of the marketing activation to promote HBO Max as the new home of Looney Tunes, The Impact Agency gifted a select group of 20 celebrities and their families with a luxury gift package including an iPad Mini preloaded with a custom Heads Up! deck as well as giant bunny ears and ingredients to make a birthday carrot cake in honor of Bugs Bunny's 80th birthday.

Guests then posted videos recorded in the Heads Up! app of themselves playing the game with their families to encourage their fans and followers to download the limited-edition deck and play for a chance to win a sweepstakes gift package of their own.

Confirmed guests included (in alpha order) Mayim Bialik, Megan Hilty, Ali Landry, Joel McHale, Sam Page, Adina Porter, Devon Sawa, Liev Schreiber, Reid Scott, Hannah Simone, and more.

20,000,000+ MM SOCIAL IMPRESSIONS



IG post from Joe Gatto



IG post from Joel McHale



Tweet from Adina Porter

HBO MAX COMFORT ZONE
PROGRAMMING ACTIVATION + PROMOTIONAL MAILER

In the midst of the pandemic, HBO Max set out to curate content that would give viewers a great escape and make it easy to find all of their favorite bingeable comedies and classics. To help promote this marketing initiative, The Impact Agency sent out 150+ Comfort Zone Kits equipped with luxury bedding, a high-end projector, and some sweet treats to create the ultimate at-home movie experience.

Confirmed guests included (in alpha order) Chef Roble Ali, Andre 3000, Kenya Barris, Beck Bennett, Greg Berlanti, Wayne Brady, Michael Che, Darren Criss, Jay Ellis, Beanie Feldstein, Kate Flannery, Josh Gad, Johnny Galecki, Jon Huertas, Jake Johnson, Emma Kenney, Nick Kroll, Gavin Leatherwood, Sophia Lillis, Kellan Lutz, John Mayer, Gugu Mbatha-Raw, Chad Michael Murray, Chris O'Dowd, Tyler Oakley, Scott Porter, Shannon Purser, AnnaSophia Robb, Maya Rudolph, Paul Scheer, Yara Shahidi, Iliza Shlesinger, Jodie Sweetin, Wil Wheaton, and more.

71,000,000+ MM SOCIAL IMPRESSIONS

IG story by
Lana Condor



IG post from
Felicia Day



IG post from Loni Love



IG story by Kian Lawley

TED LASSO
SERIES MARKETING CAMPAIGN & BESPOKE FAN GIFT

The Impact Agency curated a guest list of influential voices to receive bespoke TED LASSO mailers to bolster social media support and amplify momentum during the series' marketing campaign.

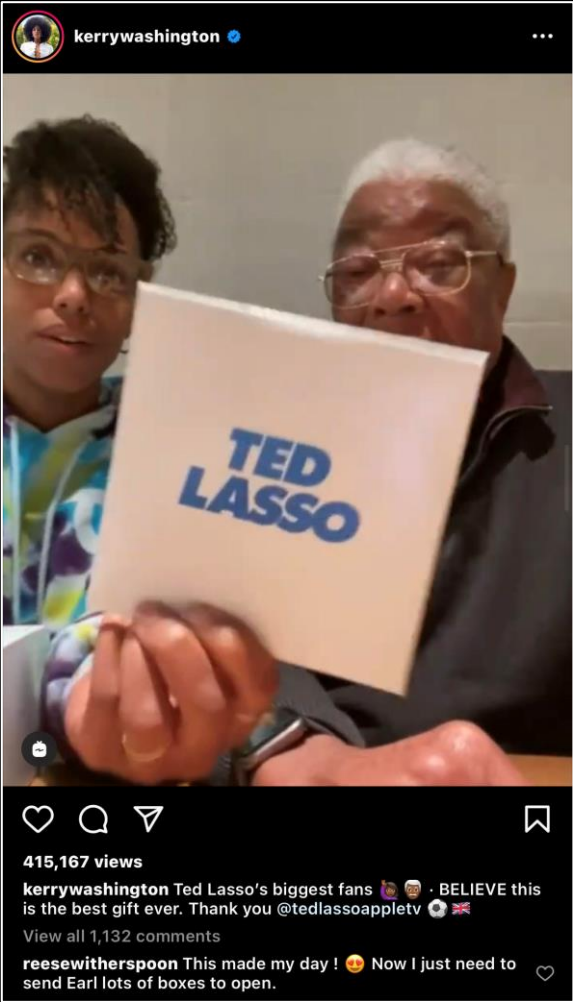
Previously, our team worked on several social media activations surrounding virtual screenings and cast Q&As to promote the show.

Confirmed guests included (in alpha order) Malin Akerman, Camilla Belle, Francesca Capaldi, Cynthia Erivo, Travon Free, Kathryn Gallagher, Melora Hardin, Jon Huertas, Chris Kattan, Jenni Konner, Ki Hong Lee, Stacy London, Billy Porter, Sam Richardson, Natasha Rothwell, RuPaul, Bob Saget, Yara Shahidi, Hannah Simone, Tori Spelling, Jenna Ushkowitz, Lena Waithe, Zelda Williams, Larry Wilmore, and more.

47,000,000+ MM SOCIAL IMPRESSIONS



Tweet from Joy-Ann Reid



IG post from Kerry Washington



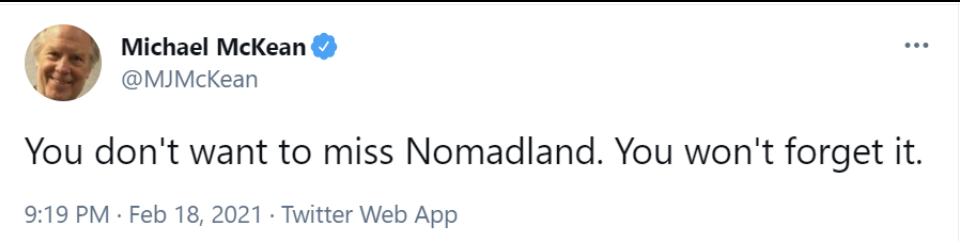
IG story from Bob Saget

NOMADLAND
PREMIERE & CONCESSION CRATE MAILER

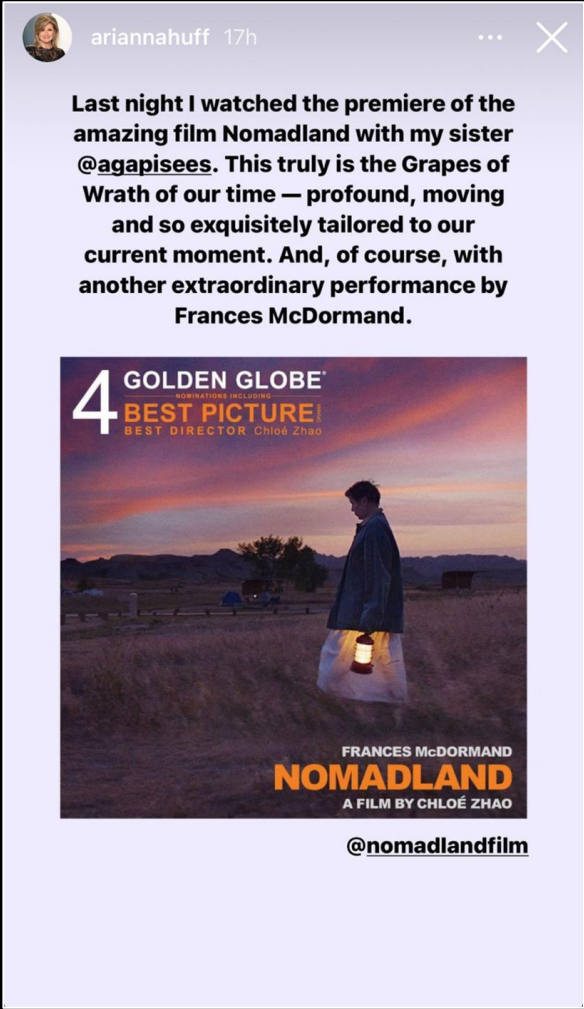
To increase momentum and social media support for NOMADLAND, The Impact Agency curated a list of 200+ media elites, celebrities, and influencers to receive a hand delivered concessions crate to enjoy while watching the virtual premiere of the film.

Confirmed guests included (in alpha order) F. Murray Abraham, Brian Avery, Sean Baker, Lorraine Bracco, Frank Bruni, Gerard Butler, K Callan, Cher, Bryan Cranston, Ann Curry, Mark Duplass, Cynthia Erivo, Beth Grant, Alma Har’el, Neil Patrick Harris, Jordan Horowitz, Arianna Huffington, Mindy Kaling, Rory Kennedy, Greg Kinnear, Mike Medavoy, Kumail Nanjiani, Roberto Orci, Amy Poehler, Laura Poitras, Howard Rosenman, Jane Seymour, Ally Sheedy, Kirsten Smith, Gloria Steinem, Stefano Tonchi, Blair Underwood, Diane Warren, Jacki Weaver, Alfre Woodard and more

2,700,000+ MM SOCIAL IMPRESSIONS



Tweet from Michael McKean



IG story from Arianna Huffington



IG story from Laura Brown

PROMISING YOUNG WOMAN
ADVANCE SCREENING & BESPOKE GIFT SET

The Impact Agency curated a list of celebrities and influencers with a voice on social media to receive a PROMISING YOUNG WOMAN themed bespoke gift mailer to amplify the film's marketing campaign by creating organic social media engagement for the film and its message.

Additionally, we also secured moderators including Elizabeth Banks and Alisyn Camerota for exclusive conversations with writer/director Emerald Fennell and star Carey Mulligan.

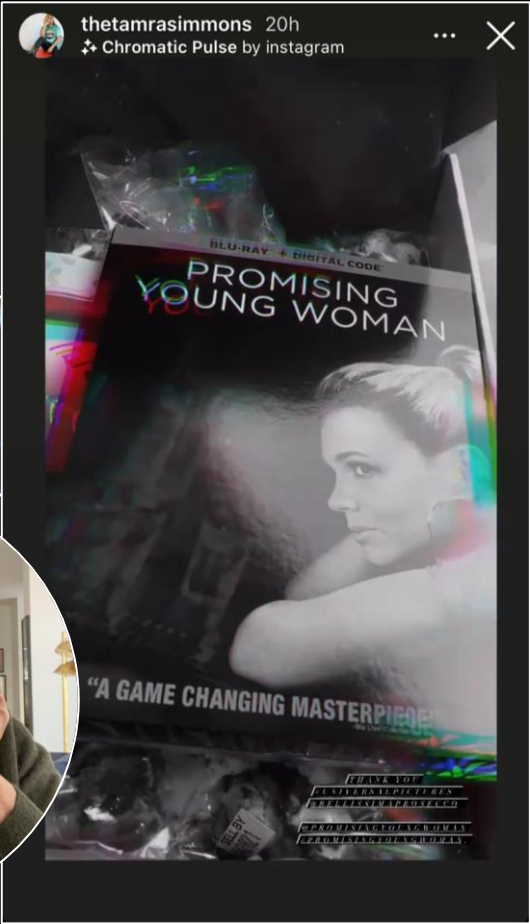
Confirmed guests included (in alpha order) Uzo Aduba, Dianna Agron, Gloria Allred, Darren Aronofsky, Skylar Astin, Bob Balaban, Troian Bellisario, Halle Berry, Mayim Bialik, Jason Blum, Zach Braff, Emma Corrin, Colman Domingo, Ronan Farrow, Paul Feig, Beanie Feldstein, Jane Fonda, Roxane Gay, Chelsea Handler, Arianna Huffington, Alicia Keys, Nicole Kidman, Julia Louis-Dreyfus, Monica Lewinsky, Eva Longoria, Emily Mortimer, Cecile Richards, RuPaul, Diane Warren, Rumer Willis, Alfre Woodard, and more.

35,000,000+ MM SOCIAL IMPRESSIONS

Tweet from Monica Lewinsky



IG story from Stacey London



IG story from Tamra Simmons



IG story from Elizabeth Banks

ZIWE
AN EVENING WITH ZIWE & “ICONIC” MAILER

The Impact Agency helped build momentum and word-of-mouth for the late-night variety sketch series, ZIWE, by curating a list of TV industry professionals to join us for “An Evening with Ziwe” and to receive a custom “Iconic” promotional mailer.

Confirmed guests included (in alpha order) Chef Roble Ali, Amine, Aquaria, Janicza Bravo, Phoebe Bridgers, Rachel Brosnahan, Logan Browning, Nicole Byer, D’Arcy Carden, Whitney Cummings, Angus Cloud, Cedric The Entertainer, Cazzie Davis, John Early, Beanie Feldstein, Barbie Ferreira, Chloe Fineman, Jordan Firstman, Ilana Glazer, Emily V. Gordon, GloZell Green, Jeremy O. Harris, Jane Krakowski, Nick Kroll, Loni Love, Chris Meloni, Cristin Milioti, Natalie Morales, Kathy Najimy, Desus Nice, Adam Pally, Chelsea Peretti, Adina Porter, Issa Rae, Angelica Ross, Natasha Rothwell, Gabourey Sidibe, Benito Skinner, Opal Tometi, Gabrielle Union, Lena, Waithe, Elaine Welteroth and more.

30,500,000+ MM SOCIAL IMPRESSIONS



IG story from Phoebe Bridgers



IG post from Chelsea Peretti