

## **Would you take the brand deal?**

You work as a 'public relations' coordinator for major influencers

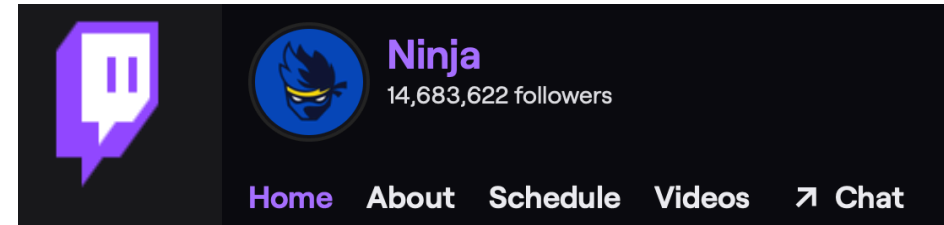
You must decide which brand deals should go to which clients, if any of them should be declined all together, or if they need amending to make them appropriate

Keep in mind the issues to do with content for children as well as the mistakes of adult influencers that we have talked about in this workshop.

**Client that you are representing:** Ninja

**What they do:** Ninja plays Minecraft on live streams over Twitch

**How old are their views:** Ninjas viewers average ages are between 7-15 years old



### BRAND DEAL 1



**Company:** Minecraft Collectables Company

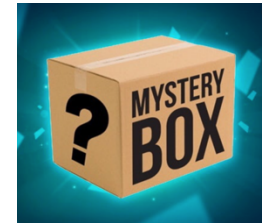
**What they want the client to do:**

On a live stream, which is being viewed by at least 200,000 people, they want the client to say

' I love these cool collectables from the MCC company!  
Use my code 'ninja' for 40%'

**Benefit:** The Client will receive free product and 5% commission from each sale

### BRAND DEAL 2



**Company:** Super Hype Mystery Box

**What they want the client to do:**

On a live stream, which is being viewed by at least 200,000 people, they want the client to log onto

[www.shmysterybox.com](http://www.shmysterybox.com)

And then use a special link provided to only the client, which shows him winning fun prizes by betting money on mystery boxes

**Benefit:** The client will receive 8% commission from each sale

**Client that you are representing:** James Charles

**What they do:** James reviews make up products on Instagram

**How old are their views:** James viewers average ages are between 10 - 30 years old



jamescharles

Message



876 posts

18.6m followers

253 following

James Charles

Blend, but don't blend in. 🌈💕

business@spinandco.com

[youtube.com/jamescharles](https://www.youtube.com/jamescharles)

Followed by rylandadams, spacenk, thesims + 21 more

### BRAND DEAL 1



**Company:** L'Oréal Makeup

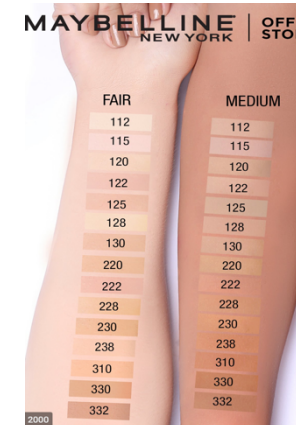
**What they want the client to do:**

Promote a new makeup product, a product which James has never actually used before and has bad online reviews

James needs to say this is his favourite make up product of the year

**Benefit:** The Client will receive 20% commission from each sale

### BRAND DEAL 1



**Company:** Maybelline

**What they want the client to do:**

Promote an older makeup line which is struggling in sales.

The makeup is good, but only comes in colours available for light skin tones. James likes it himself, but knows that a lot of his audience won't be able to use the product.

**Benefit:** The Client will receive free product and be able to do a \$1,000 give away to his audience

**Client that you are representing:** Gordon Ramsay

**What they do:** Gordon does cooking tutorials

**How old are their views:** Gordons viewers average between the ages of 20-50



### BRAND DEAL 1

**Company:** Just Eat



**What they want the client to do:**

Promote a junk food delivery service, Gordon will receive a code that gives his viewers free delivery on their first 3 orders.

**Benefit:** The Client will receive 20% commission from each sale

### BRAND DEAL

**Company:** Hello Fresh



**What they want the client to do:**

Promote a healthy cook from home grocery delivery service.

HelloFresh deliver cooking ingredients to busy people who don't have time to meal plan.

They want Gordon to make a dedicated video to show making a meal from the delivery.

**Benefit:** The Client will receive 20% commission from each sale