



Part Four: Case Studies

The selling power of fame

USING A CELEBRITY FOR MARKETING LENDS A PRODUCT GLAMOUR AND RECOGNITION. THE PATRONAGE OF A WELL-KNOWN PERSONALITY ALSO BRINGS CREDIBILITY. HERE, CINÉMOI EXPLAINS WHY COMPANIES WITH A SERIOUS MARKETING STRATEGY SEEK THE ENDORSEMENT OF A PERSONALITY FOR THEIR PRODUCTS AND SERVICES.

The selection of the personality to represent the product is all important. He or she should be suitable for the brand as well as someone customers can identify with. There are many cases where personalities coming from the same area of interest have worked wonders for the brand. Take Gary Linekar who was the face of Walkers' crisps for 10 years, during which sales increased 105%. In this case the campaign played on his nice guy persona. BT took a different tack, creating an interactive story around a character's (played by actor Kris Marshall) modern family. Sainsbury's plumped for a celebrity with an occupation directly linked to their product. Jamie Oliver led a successful collaboration spanning over 10 years with an estimated £1 billion increase in sales.

The power of celebrity is no less relevant to Jonathan Ross's participation in the Cinémoi brand. Ross is a Cinémoi subscriber and a great enthusiast for French cinema. Who better to represent the channel that distributes French films!

He also has an extensive background in broadcasting, film and entertainment. Ross is set to be the face of Cinémoi in 2011. The support of the well known broadcaster brings two advantages to the channel. It brings French film to a wider audience, from the art-house/Francophile niche to the mainstream. Through his Friday night show and 11 year stint as presenter of the BBC's flagship film programme, Ross provides an ideal bridge for the Cinémoi product to cross into a larger market. For Cinémoi, he has taken on a multi-faceted role as presenter/interviewer, producer, creative director and shareholder.

The development has already had a positive effect

on subscriptions numbers and channel interest, be it through increased call volumes, website visits or social network followers. Press articles in national dailies, linking Ross to Cinémoi, still display the biggest impact, although it is evident that a celebrity's viral endorsements, in particular twitter, creates a significant increase of interest in the product. On the business/operational side, the involvement of a major celebrity with the company effects collaboration with partner companies and service providers; relations are often facilitated due to a perked interest in our company's fortunes and increased potential for success, leading to greater co-operation for future mutual benefit.

The flipside of celebrity involvement in a media-frenzy world is the volatile nature of celebrity coverage and burden of past scandals. Likewise, any product's consumer base is likely to harbour significant variations and Cinémoi is no exception. Although many new subscribers and members have joined the channel as a direct result of the increased exposure to the 'celebrity', several 'product purists' have made their preference known for a French or high-brow presenter/channel face. Inevitably this leads to certain sections of former members leaving the channel. However, the maxim: no publicity is bad publicity, often holds true, particularly in the influential world of blogging, which also importantly does not demand material costs. Ross involvement with the channel will stimulate forum debates.

The logistical factor of working with a celebrity also poses certain obstacles for the company that he represents. Commitments and contracts with primary employers are likely to hinder access and impose time



Cinémoi supporters • Jonathan Ross • Martin Scorsese • Vincent Cassel • Romain Duris • Steven Berkoff

constraints on the working relationship. Consequently, as desirable as it is to keep the same figure continuously linked to the product, another possibility is to lead a time-specific collaboration, such as Apple's Mitchell and Webb Get a Mac campaign in 2006, and alternate to a more generic marketing drive during the celebrity's non-availability. The option of expanding the brand's faces is also a possibility, so long as the means allow.

Cinémoi is currently in talks with Martin Scorsese, also a viewer of the channel, with regard to a collaboration and endorsement. This will bring the channel's product further into the industry mainstream.

The power of celebrity ambassadors can also opens doors to the key area of sponsorship. This adds weight and familiarity for investors. It also provides the opportunity to associate their brand by proxy with the star and his/her resulting exposure. In 2010 Cinémoi secured a sponsorship deal with Renault for its coverage of the Cannes film festival. As a result, there were numerous interviews with talent and stars, enabling the two companies to be linked. In terms of coherency and teleology, this partnership has had plenty to offer in terms of product origin (France), while Renault continued its cinematic association following sponsorship of film broadcast on terrestrial television.

MARKETING THROUGH PERSONALITY, WITH CINÉMOI IN VIEW

Cinémoi has had to compete with the might and glitter of Hollywood ever since its launch in 2009. Even though its offering of French films is highly distinctive, the importance of differentiation cannot be exaggerated this is why its founder and CEO Olly Bengough approached its marketing campaign strategically and creatively through two principle avenues: Ambassadors and Sponsorships.

Cinémoi has been able to capitalise on the appeal of its uniqueness and non-commercial nature, due to the alternative nature/perception of French film, to attract praise and endorsements from celebrities. Beyond the most obvious supporters from the world of French film – stars like Vincent Cassel, Kristin-Scott Thomas and Charlotte Gainsbourg – others in the cultural domain have also been interested in, or even viewers of, the channel. These include Michael Caine, Steven Berkoff and Terry Gilliam. Their support as ambassadors has today raised the profile of Cinémoi and provided the basis for its success among viewers and wider stakeholders. ■ *Aurélié Brault and Sarathy Sankar from Cinémoi*

Questionnaire De Proust

Jonathan Ross

Born in 1960 in London, Jonathan Ross is one of the most famous television and radio presenters in Great Britain. He made his television debut in 1987 on Channel 4 and has never left the screen since. His most famous programme was the comedy chat show Friday Night with Jonathan Ross, broadcast on BBC One from November 2001 to July 2010. He interviewed some of the biggest stars in the world and always knew how to mix controversies with humour. Jonathan is now the face of the channel Cinémoi where he is presenting his favourite films and where he will run several interviews with French stars, beginning with Luc Besson in February.



The principal aspect of my personality
PLAYFUL

The quality that I desire in a woman
HUMOUR, FRIENDSHIP, STRENGTH, COMPASSION, CURVES

What I appreciate most about my friends
LOYALTY, HUMOUR, WARMTH, INTELLIGENCE

My main fault
TOO EASILY BORED...

My dream of happiness
RELAXING WITH MY FAMILY, SOMEWHERE WARM AND COMFORTABLE. WITH LOTS OF DISTRACTIONS...

My greatest private misfortune:
THAT SOME PEOPLE CLOSE TO ME DO NOT HAVE THE BEST OF HEALTH

What I should like to be:
ALIVE FOR QUITE A BIT LONGER

The place I would like to live in:
WHEREVER MY FAMILY IS

My favourite colour:
POSSIBLY PURPLE, BUT PERHAPS BRIGHT ORANGE OR LIME, THE COLOURS USED BY THE BRILLIANT JOE COLOMBO IN HIS DESIGNS

The flower I like:
EXOTIC LOOKING ONES, THAT LOOK AS IF YOU MIGHT, IF REALLY HUNGRY, BE ABLE TO EAT THEM AS WELL

My favourite animal:
DOGS. AND FERRETS. AND MONKEYS

My favourite prose author:
NABOKOV

My favourite poets:
WALT WHITMAN, T.S. ELIOT, SMOKEY ROBINSON, JOHN DONNE AND TOM WAITS

My favourite heroine in fiction:
LYRA BELACQUA FROM THE NORTHERN LIGHTS BOOK

My favourite composers:
PHILLIP GLASS, BRIAN ENO, TOM WAITS, DAVID BOWIE, RUFUS WAINWRIGHT, BRYAN FERRY, PUCCINI

My favourite painters:
ROUSSEAU (PIERRE ETIENNE THEODORE, NOT HENRI), RUBENS, MAXFIELD PARRISH, BRUEGHEL, LEYNDECKER, ARCHIMBOLDO, VARGAS

My heroes in real life:
ASTRONAUTS, SCIENTISTS, BOXERS, RAPPERS AND ROCK'N ROLL STARS

My favourite name:
ALGERNON

What I hate the most of all:
LIES. DELIBERATE ONES

Historical figure I despise most:
MAO ZEDONG

My favourite food and drink:
SUSHI WITH HOT SAKE AND COLD JAPANESE BEER

The military event that I admire the most:
THE RUSSIAN DEFENCE OF STALINGRAD

The reform which I admire the most:
THE PRIVILEGE OF UNIVERSAL FRANCHISE

The gift of nature I would like to have:
TO FLY

My present state of mind:
HAPPY, ALERT. PREVARICATING

Faults for which I have the most indulgence:
GLUTTONY. PRIAPISM. SLOTH

My motto
EVERY DAY, GIVE YOURSELF A LITTLE TREAT