

MDST 3170

Writing for Public Relations

Assignment 1 – Media and Celebrity Endorsement Pitches

Feb. 3, 2015

Summer Simon

### **About the Company**



*Nike Inc.*

Our company strives to bring inspiration and innovation to every athlete\* in the world.

\*If you have a body, you are an athlete.

By fostering the culture of invention we are able to create products, services and experiences for today's athlete while solving problems for the next generation.

### **Summary of Product**

In the upcoming months, Nike will be launching a new product line, which will include running, fitness and workout training shoes, that are great for sports such as tennis, physical activities, use at the gym and workout attire as well as everyday apparel. The line will be made with a new modernized technology to improve and enhance performance in order to inspire and innovate athletes.

### **Objectives**

1. To obtain Maria Sharapova as an endorsement and brand ambassador for our product line and the Nike Inc. company six months prior to product launch
2. Receive 10, 000 media impressions in print and broadcast (television and radio) within one month of the event
3. Have our celebrity ambassador secured six months prior to product launch and to make sure they are aware of our brand messaging and what we are trying to accomplish as a company
4. To be mentioned in 30, 000 social media posts within one month of product launch including Twitter, Facebook and Instagram.

Through strong messaging and our company brand we are hoping to obtain our celebrity of choice, Maria Sharapova. From there our celebrity ambassador will play a key role in attracting media to our new product line including coverage in the areas of tennis, sports and even fashion.

### **Media Pitch**

Julie Scott would represent ideal media coverage for our company and product launch event as her and The Canadian Press cover sporting events and write for many well known media outlets including The Toronto Star and TSN. These are

outlets that we would preferably want to be featured in as they target a vast majority of our potential consumers. As she is the head sports editor, she decides what stories make the cut and get coverage or not. By sending out a special invite to her we want to increase our chances of coverage by offering her an exclusive.

***The Canadian Press***

***Julie Scott – Sports Editor:***

Email: [julie.scott@thecanadianpress.com](mailto:julie.scott@thecanadianpress.com)

Phone: 416-364-0321

Subject: New Product Line sneak peak

Hi Julie,

I attended the Canadian Press event put on for the Australian Open and thought you did a great job during your speech and presentation! Speaking of tennis I have an exclusive opportunity for you to view our new product line before our product launch event as well as speak with our celebrity brand ambassador for the product line. While I can't release the name of our new ambassador in writing I can assure you they are well known in the sports world and even better known in the tennis world. You won't want to miss it.

I haven't offered this opportunity to any other media outlets. If you're interested let me know by February 6 if you'd like to take advantage of this!

Thanks,

Summer Simon

Nike Inc. – Director of Public Relations

[ssimon@nike.com](mailto:ssimon@nike.com)

416-343-5493

**Celebrity Pitch**

***Rosenhaus Sports Representation***

***Agent of Maria Sharapova – Sara Burns:***

Email: [sburns@rosenhausportsrep.com](mailto:sburns@rosenhausportsrep.com)

Phone: 416-023-3543

Subject:

Dear Ms. Sara Burns,

My name is Summer Simon, I represent the public relations department of Nike Inc. I'm writing to you today to propose a business partnership opportunity with Maria Sharapova.

This summer, in August 2015, our company will be launching a new product line that will include running and training shoes, workout and sporting apparel and much more. The launch will primarily be an event showcasing the line that will feature our celebrity ambassador and includes a presentation focusing on the new features and technologies of our products. There will also be photo shoots and appearances. More of these details can be discussed at a later date, but this will provide Maria with incredible media exposure and a positive profile to her loyal fans.

The executives here at Nike have discussed various options for a celebrity ambassador for our new product line and feel that Ms. Sharapova, would be the best fit for the position. Throughout Ms. Sharapova's career we have seen her show qualities in several tournaments like Wimbledon and the French Open, including athleticism, inspiration, determination and drive, perseverance, and commitment. All of these are qualities we value and represent at Nike as brand and company.

We believe a partnership would be beneficial for both your client and our company. I greatly hope we can set up a chance to discuss this opportunity and financial benefits. Feel free to contact me before March 6 to discuss this further.

Thanks,  
Summer Simon  
Nike Inc. – Director of Public Relations  
[ssimon@nike.com](mailto:ssimon@nike.com)  
416-343-5493

### **Media Pitch vs. Celebrity Pitch**

These two pitches while although share some similarities also possess differences. They share the brand, company and new product line.

The media pitch is much more casual and less detailed. I outline that the company will be launching a new product line and holding an event for the launch. I mention that there will be a celebrity ambassador but do not mention who it will be in order to hold the reporters interest, in hopes that they will attend.

The celebrity pitch is much more detailed as it outlines some of the company's values and qualities as well as those of the celebrity. This pitch includes more details in relation to the event being held for the product launch. It is much more formal, as well as flattering towards the celebrity. It presents itself as a business opportunity versus an invitation.