

Case Studies

TV Show Launch Event– LisaRaye: The Real McCoy, TV One Network

Enhance TV One Network's presence in the Los Angeles market and create national/local buzz surrounding TV One Network's new reality series *LisaRaye: The Real McCoy* through a celebrity/industry tastemaker screening and red carpet event followed by a reception/after party, hosted by a top celebrity.

- Leverage LisaRaye and other celebrities to create red carpet/special event and short lead media coverage opportunity to support series launch the week of April 5th in key market of Los Angeles.
- Provide local coverage opportunity with possible national reach through LA-based entertainment outlets.
- Support marketing/affiliate sales business goals by providing participation opportunity for local cable operators and affiliates and advertisers

OBJECTIVES

PRODUCTION & EXECUTION OF RED CARPET PREMIERE SCREENING AND AFTERPARTY INCLUDES:

- Venue sourcing and coordination for event, acted as key point person for all event logistics which encompass: vendors/staff supervision, invitation distribution, guest list management, decor/lighting/sound, budgeting, event program creation, etc.
- Sourced celebrity host, talent attendees, event sponsors (liquor, gift bag, media, charity)
- Pre/post-event media pitching, coordinated/managed red carpet arrivals, secured coverage

STRATEGIES

- Executed a luxurious, heavily attended, star-studded screening and rooftop after-party at The Standard (Downtown LA).
- Booked actor **Lance Gross** (Our Family Wedding) as the event's celebrity host. Other celebrity attendees includes: Brandy, Ray J, Frieda Payne, Terrell Owens, Chad Ochocinco, Stacey Dash, Tatyana Ali, Golden Brooks, Raphael Saadiq, Rahsaan Patterson & more.
- Secured sponsors: President Tequila (liquor), XXXX (gift bag)
- Secured post-event placements and coverage in **ABC's On The Red Carpet, Access Hollywood, Essence.com, Life.com, Uptown Life, Bossip, Sandra Rose, Black Hollywood News, LA Watts Times** and many more.

RESULTS

FrontPage Strengths

Corporate PR
Strategic Development
Media Relations
Talent Relations
Event Production
Event Visibility

Media Coverage - LisaRaye: The Real McCoy



'LisaRaye: The Real McCoy' Premiere, Los Angeles

Tags: Lisa Raye, TV One, Reality TV, TV, Style

LisaRaye talks with Access about her new TV One show, 'LisaRaye: The Real McCoy.' Why did she feel now was the right time for her to do a reality TV show about her life? Plus, what can audiences expect to see on the show?

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> TV

LisaRaye Is 'The Real McCoy'

Thursday, April 8, 2010 (7:00 AM)
By Regina R. Robertson



"It was supposed to be a 28-day shoot, but it turned out to be a *three-month* shoot," LisaRaye laughs, triumphantly, about her new reality series, "LisaRaye: The Real McCoy," which kicks off tonight on TVOne.

OTRC VIDEO

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'True Blood' to debut new werewolf, a Swayze

Vincent Ward plays a new werewolf bar owner on the 3rd season of True Blood, which also stars Patrick Swayze...

LIFE NEWS CELEBRITY TRAVEL ANIMALS SPORTS



'LisaRaye: The Real McCoy' Premiere Screening Launch Party

LOS ANGELES, CA - APRIL 08 (L4) Diddy, LisaRaye McCoy and Ice Cube attend at LisaRaye: The Real McCoy' Premiere Screening Launch Party at The Standard hotel on April 8, 2010 in Los Angeles, California.

Media Coverage - LisaRaye: The Real McCoy



Event Photos - LisaRaye: The Real McCoy

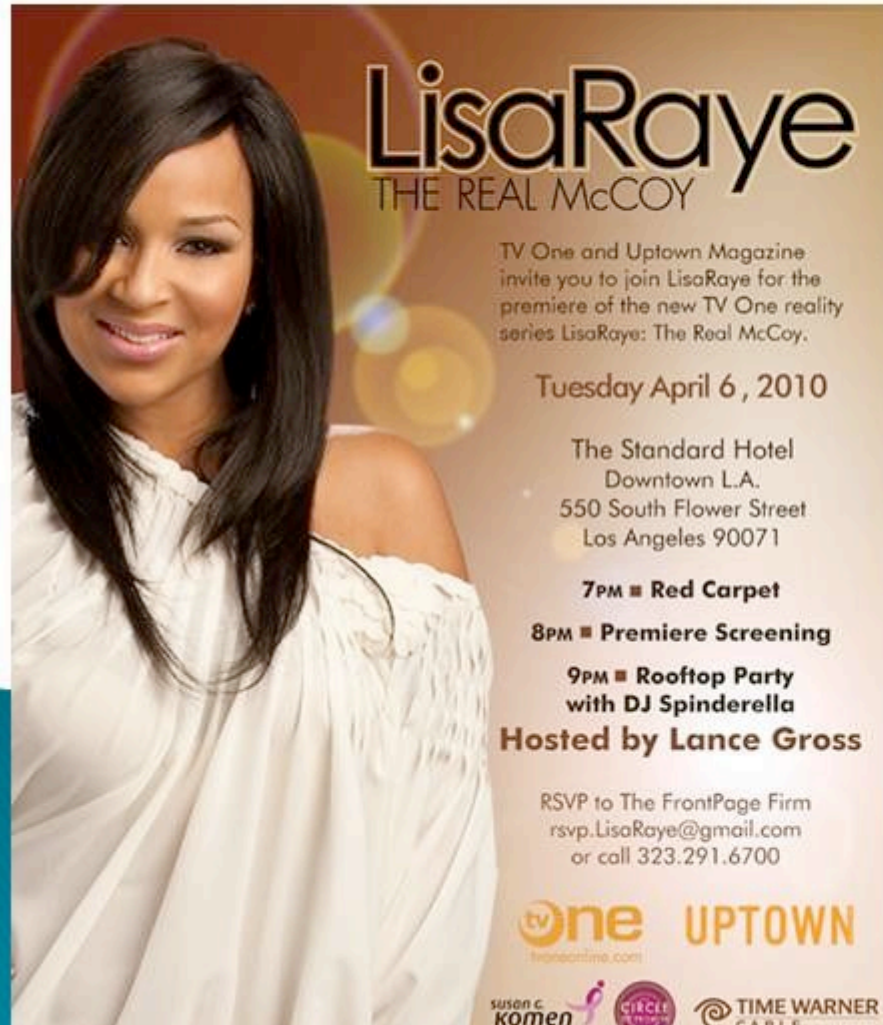


Event Photos - LisaRaye: The Real McCoy



Event Branding / Collateral

LisaRaye: The Real McCoy



LisaRaye
THE REAL McCOY

TV One and Uptown Magazine invite you to join LisaRaye for the premiere of the new TV One reality series *LisaRaye: The Real McCoy*.

Tuesday April 6, 2010

The Standard Hotel
Downtown L.A.
550 South Flower Street
Los Angeles 90071

7PM ■ Red Carpet

8PM ■ Premiere Screening

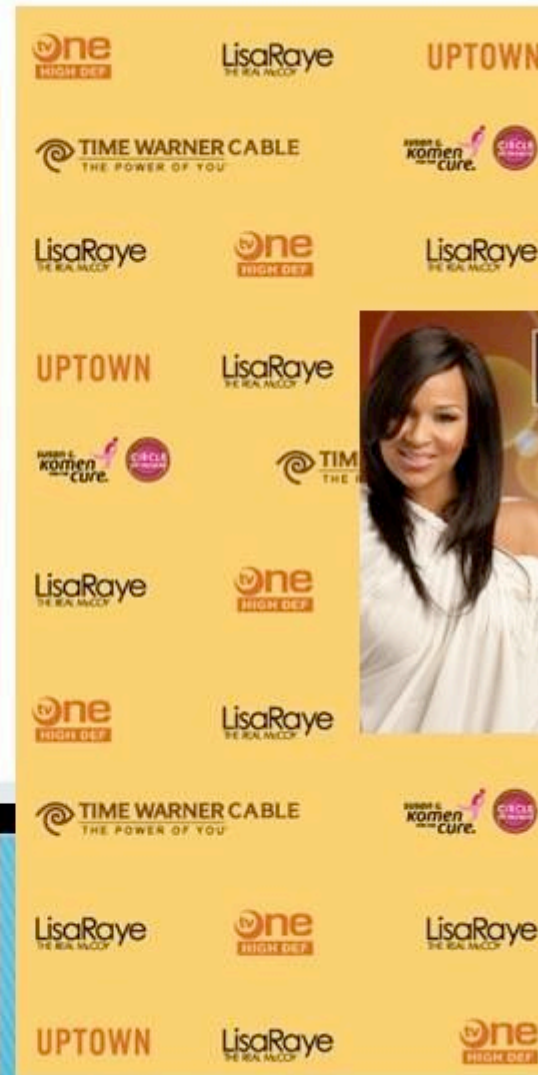
9PM ■ Rooftop Party with DJ Spinderella

Hosted by Lance Gross

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or call 323.291.6700

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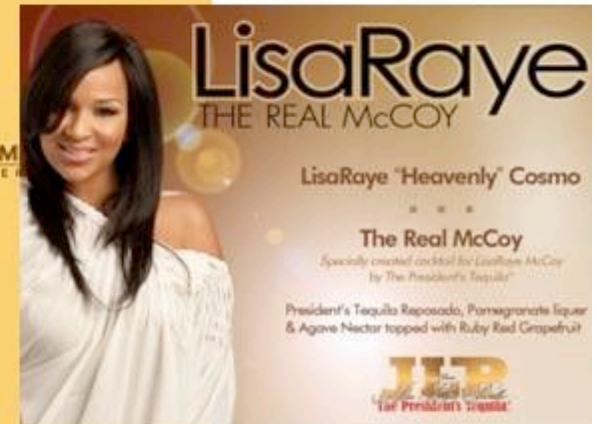
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LisaRaye
THE REAL McCOY

LisaRaye "Heavenly" Cosmo

The Real McCoy
Specialty crafted cocktail for LisaRaye McCoy by The President's Tequila

President's Tequila Reposado, Pomegranate Liqueur & Agave Nectar topped with Ruby Red Grapefruit

J.P.
The President's Tequila