

# HERO PRODUCT PLACEMENT STATEMENT OF QUALIFICATIONS



“Product Placement With a Conscience”

Los Angeles Times

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## MISSION

To provide cost-effective, high-profile exposures for products and services via brand integrations within TV shows and films.

## CAPABILITIES

**HERO Product Placement** maintains relationships with countless members of the entertainment community to facilitate on camera exposure for our clients. Our studio and production contacts include producers, writers, prop masters, set decorators, costume designers and more. Our on set, boots on the ground approach allows us to deliver exposures that, if executed through ad sales or other production departments, could cost our clients millions of dollars.

## EXAMPLES OF RECENT PROJECTS

### THE FATE OF THE FURIOUS

The Fate of the  
Furious (Universal) -  
Razer

HERO delivered high profile exposure for client Razer, a world leader in high-performance gaming hardware. With a global box office gross over one billion dollars this exposure has yielded \$10mm in media value to date!



### BILLIONS

Billions  
(Showtime) - Wine  
Traders International

Billionaire Axe and his wife make it clear that Chateau Gaby Cuvee fits their version of the best money can buy.



### SILICON VALLEY

Silicon Valley  
(HBO) - Haworth

A scripted office liquidation sale on this hit show had lead character Jared describing the Haworth chairs as being “Like a spa treatment for the buttocks.” It is now the Haworth sales team’s catch phrase!



### Treehouse Masters

Treehouse Masters  
(Animal Planet) - GAF

Getting roofing materials on a normal construction site is one thing, but getting exposure on a luxury tree house is another. Animal Planet’s hit variation on the home improvement show formula provided a fun, functional hit for GAF.





# A HERO EXCLUSIVE: THE CLIENT EXTRANET

HERO clients are better informed than any represented brand in our industry because we provide them with 24/7 access to our proprietary Client Extranet. This one of a kind intuitive, interactive database offers up-to-the-minute reports on all projects while providing the ability to view streamed media, and source estimated impressions and media values. Our clients can also create PDF and Excel reports on the fly.

**HERO ENTERTAINMENT MARKETING**

**ENTERTAINMENT LINKS**  
 BCB  
 The Hollywood Reporter  
 Pulse City  
 Daily Variety  
 Entertainment Weekly  
 TV Guide  
 Zap2it  
 TV  
 Deadline  
 Coming Soon  
 HELP  
 Logout

**CLIENT WORKPAGE** | **PROJECT APPROVAL** | **REPORTS** | **CLIENT NOTES**

**UPDATE:**  
 Below you will find news and information from HERO.  
 There are no updates.

**PROJECTS WAITING TO BE APPROVED:**  
 Below is a list of projects appropriate for your products. Please review each one and respond.

Deadline	Project	Products	Special Items need to be Ordered	Opportunities
May 12, 2017	Deadpool 2	Commercials	No	Production requested cleared commercials for playback on a TV.

**RECENT EXPOSURES:**  
 Below is a list of exposures from the last 30 days.

Project	Product	Exposure Length	Air Date	Type	Estimated Media Value
Diary of a Wimpy Kid: Long Haul	Headset - Kristen Pfo (Green)	45 seconds	May 19, 2017	Background, Foreground, Hands on	\$160,229.97
Dimension 404	Keyboard - Blackblow Ultimate	160 seconds	April 25, 2017	Background, Foreground, Hands on, End Credit	\$116,000.00
I Love Dick	OSVR HDK 2.0	20 seconds	May 11, 2017	Background, Foreground, Hands on	\$11,460.67
Janeane Garofalo - The	Black Laptop - BY1322102400190	34 seconds	May 07, 2017	Foreground, Hands on	\$9,294.67
Laser Team 2	Black Laptop - BY1322102400190	6 seconds	TBD	Off Photo	\$0.00
Sense8	Blade Stealth Chrome - BY1605A02000103	13 seconds	May 05, 2017	Background, Foreground	\$6,197.50
Sense8	Blade Stealth Chrome - BY1605A02000103	5 seconds	May 05, 2017	Background	\$362.00
Silicon Valley	Keyboard - Blackblow Ultimate	11 seconds	May 21, 2017	Background, Foreground	\$7,656.00
Silicon Valley	Blade Pro Laptop - GB1511134400006	15 seconds	April 30, 2017	Background, Foreground, Hands on	\$39,150.00
Silicon Valley	Keyboard - Blackblow Ultimate	22 seconds	May 14, 2017	Background, Foreground, Hands on	\$15,312.00
Silicon Valley	Blade Pro Laptop - GB1511134400006	19 seconds	April 23, 2017	Background, Foreground, Hands on	\$49,590.00
Silicon Valley	Keyboard - Blackblow Ultimate	27 seconds	May 07, 2017	Background, Hands on	\$21,141.00
Snatched	Blade Stealth Chrome - BY1605A02000103	15 seconds	May 12, 2017	Foreground, Hands on	\$219,301.23

**CLIENT ALERTS:**  
 Below is a list of recent notes from the last 30 days. Urgent notes have also been emailed to you.

Project	Last Modified	Posted By	Subject	Note
Powershev	May 10, 2017 11:32 am	Hila Asadi	Laptop 0175 suffered damages.	Private confirmed case of Razer being featured with characters Teddy (Denny Pudi) and Bob (Ron Funches), however, she was confabing Razer with Apple. Razer products were dressed into the set but not featured and were not visible in the final edit of the show. One laptop was returned damaged.
Saifee Dad	May 10, 2017 10:57 am	Razer	Client Passed	Client Passed - Thank you for the notes, if there are computer issues we will want to pass on this.
Snatched	May 12, 2017 1:52 pm	Hila Asadi	Film Review	The wildest controller is seen on the dining table in front of Jeffrey with his laptop.
Snatched	May 12, 2017 3:51 pm	Hila Asadi	Film Review	Jeffrey is seen using the laptop in the movie! Logo is seen, keyboard and logo not it.

## REFERENCES FROM BRANDS AND HOLLYWOOD



"I have worked with HERO frequently throughout my 22-year tenure here at Fox on dozens and dozens of films. I have always found [them] to be reliable and extremely trustworthy!"

20TH CENTURY FOX



"Julie and her team understand and respect Panda's direction, providing us with quality opportunities."

PANDA EXPRESS



"We appreciate the diligence that HERO shows in keeping the RE/MAX image in the forefront for opportunities in television and films. Our placements have generated millions of impressions of the RE/MAX balloon. Thanks for all you do."

RE/MAX



"I have personally worked with Julie for almost 7 years in my current role and have always found her to be among the most proactive, responsive, and professional contacts in our business."

SONY PICTURES



"I wish every vendor were as competent, accommodating and friendly as HERO."

OUTDOOR PRODUCTS



"HERO works tirelessly to network on our behalf and get the very best placement they can every time, and they are extremely enthusiastic about finding and landing placements."

PANERA BREAD

## A SAMPLING OF TWENTY YEARS OF STELLAR CLIENTS



THOMSON REUTERS

