

# HERO PRODUCT PLACEMENT STATEMENT OF QUALIFICATIONS



“Product Placement With a Conscience”

Los Angeles Times

Julie Weinhouse  
President

jw@heropp.com  
805-527-2000

<https://www.linkedin.com/in/julie-weinhouse-9336b33/>

## 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
- Film Critic
- Daily Variety
- Entertainment Weekly
- TV Guide
- Zee24
- TV
- Deadline
- Coming Soon
- HELP
- Logout

**CLIENT: RAZER**

**PROJECT: DEADPOOL 2**

**REPORTS: COMMERCIALS**

**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
Day of a Wimpy Kid: Long Haul	Headset - Kraton Pro (Green)	45 seconds	May 19, 2017	Background, Foreground, Hands on	\$160,229.97
Dimension 404	Keyboard - Blackview Ultimate	160 seconds	April 25, 2017	Background, Foreground, Hands on, End Credit	\$116,000.00
Love Dicks	DSVR HDK 2.0	20 seconds	May 11, 2017	Background, Foreground, Hands on	\$11,480.67
Janeese: Unplugged... The	Black Laptop - BY132102400196	34 seconds	May 07, 2017	Foreground, Hands on	\$9,294.87
Laser Team 2	Black Laptop - BY132102400196	8 seconds	TBD	Still Photo	\$0.00
Sensei	Black Stealth Chrome - BY1605A0300103	13 seconds	May 05, 2017	Background, Foreground	\$6,197.50
Sensei	Black Stealth Chrome - BY1605A0300103	5 seconds	May 05, 2017	Background	\$362.00
Silicon Valley	Keyboard - Blackview Ultimate	11 seconds	May 21, 2017	Background, Foreground	\$7,656.00
Silicon Valley	Black Pro Laptop - GB151113440006	10 seconds	April 30, 2017	Background, Foreground, Hands on	\$39,150.00
Silicon Valley	Keyboard - Blackview Ultimate	22 seconds	May 14, 2017	Background, Foreground, Hands on	\$15,312.00
Silicon Valley	Black Pro Laptop - GB151113440006	10 seconds	April 23, 2017	Background, Foreground, Hands on	\$49,590.00
Silicon Valley	Keyboard - Blackview Ultimate	27 seconds	May 07, 2017	Background, Hands on	\$21,141.00
Snatched	Black Stealth Chrome - BY1605A0300103	10 seconds	May 12, 2017	Foreground, Hands on	\$219,361.23

**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	Body
Powerless	May 18, 2017 11:32 am	Hila Asadi	Laptop 0175 suffered damages.	Private confirmed use of Razer being featured with characters Teddy (Garry Pudi) and Ben (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.
Snatched	May 16, 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 3:52 pm	Hila Asadi	Film Review:	The wildcard 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.

## A SAMPLING OF TWENTY YEARS OF STELLAR CLIENTS



THOMSON REUTERS



## 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