

# Cameo Proposal

# The Goal

To acquire new clients through the use of well-known public figures in our advertisements across our channels.

# What we can do

- **Focus on the facts:** “Company is available in 8 states, Company offers services for divorce, Company has an app”
- **Form emotional connections for stronger videos:** “Company is increasing accessibility to legal services for those who otherwise couldn’t afford it, Company believes everyone deserves access to legal representation, which is why we have pro bono services built into our business model..”
- **Focus on fun/engaging content:** Have one or more public figures try to pronounce legal terms, answer trivia questions, etc.
- **Storytelling approach (difficult for this sector):** As a child of divorce, I understand how difficult it can be to get started.”

We want to avoid feeling inauthentic with celebrity endorsements - this can relate to both script and quality / passion of the reader.

## What we learned:

- We cannot have non-clients endorse or recommend our services.
- Every video requires general and sometimes state specific disclaimers.
- We cannot ask public figures to speak about their TV personalities or personal experiences.
- Our control is limited; we only get a re-do if the public figure says something we explicitly ask them not to. Video quality is limited to what we put into a 350 character script.
- Public figures have the right to refuse to work with us even after submitting scripts.



# Concept: Screw the stigma

**The idea:** All too often, people stay in unhappy or unhealthy situations because of the stigma that comes with getting a divorce. This Cameo spot says screw the stigma, and celebrates the people who have decided to move their life forward despite what anyone else thinks. This concept will be empowering, uplifting and incredibly shareable.

## **Outcome:**

3 video ads focused on divorce with different emotions and tones.

We will create three scripts for three celebrities to read with a message meant to change the way people think about divorce. Each script will focus on a different tone and be matched to a celebrity with a similar tone and image.

## **Celebrities**

Ideally, each selected celebrity has been divorced themselves and brings their own empowerment to the message. We will feature 2 women and 1 man, each selected celebrity will be considered “safe” with a good reputation and lacking controversy. Each individual should be recognizable and have an overall positive presence.

## **Scripting**

Compassion and Empowerment

Strength and Celebration

Humor and Lightness

## **Limitations**

350 character script

No direction provided

Chance of rejection due to type of request

## **For Talent**

To determine, guidelines:

- Strong, positive reputation.
- Non-controversial.
- Male/Female split (for mashup)
- B-D list celebs for lower price.
- Have been through a divorce themselves (optional).
- Are recognizable.

# The Stats on Divorce Embarrassment

## And other helpful research

What makes a person feel ashamed of admitting that they are divorcing? Part of the shame, on a common sense level, relates to the oath that many married couples take in front of family and friends: the commitment of "til death do us part."

[The psychology of shame and divorce](#)

Some people think of a marriage ending as failure. The truth of it is, we all have failures in life. Some are relationship focused, some are career related, some are athletic, academic, some are physical.

[Why divorce can be a good thing](#)

Refuse to pay the emotional cost of divorce imposed on you by other people. Focus on taking care of yourself and your children. Keep asking questions to get to the bottom of cultural conventions and irrational convictions.

[Never be ashamed of divorce](#)

[50 common marital pet peeves](#) (for humor-focused script)

Christina Milian

# Script 1: Compassion & Empowerment

## About the script:

This script is meant to pull on the heart strings and create a sense of understanding and community for the listener. It is empowering and saying the things that people don't acknowledge often enough when it comes to divorce. This video will be heartfelt and shareable.

## Script (350 characters)

This message is for anyone who's been divorced, or is thinking about it.

For those who felt ashamed, fearful, or like they failed.

You should be proud of yourself.

You did what was right for you. You took action. You moved forward.

I celebrate you, your bravery, your fearlessness.

Here's to the next chapter. Here's to you.

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Go to [Company.co](https://www.company.co) to learn more.

## End slide copy:

1: Share with someone who needs to hear this.

2: Company Law is here for you when you're ready to move forward.

(fade in) Go to [Company.co](https://www.company.co) to learn more.



## Singer, Songwriter

[Cameo Link](#)

Cost: \$3,000 total

## Why she works:

- Great reputation.
- Incredibly strong, passionate speaker.
- Recognizable.
- Nostalgia-focused for millennials.
- Divorced with kids, will bring passion.

Niecy Nash

# Script 2: Strength and Celebration

## About the Script:

This script is meant to have an uplifting and happy tone, to feel strong and empowering, to celebrate the life change that is happening and the way life will feel when all of the hardship is behind you and life is ahead of you.

## Script (348 characters):

So you're getting divorced.

& it's probably incredibly hard right now.

The future may feel scary & unknown.

But it can also be exhilarating, exciting.

This is a new beginning.

You're moving into a new chapter and that's amazing!

Celebrate taking action, celebrate your strength, celebrate the beautiful life ahead of you.

Here's to new beginnings.

## End slide copy:

1: Share with someone who's finding their new beginning  
(fade in) and celebrate it.

2: Company Law is here for you when you're ready to move forward.  
(fade in) Go to [Company.co](https://www.company.co) to learn more.



## Actress, Comedian

[Cameo Link](#)

Cost: \$5,000 total

## Why she works:

- Strong female figure with great following.
- Recognizable.
- Humorous and light.
- Divorced twice, just remarried a woman.

Mario Cantone

# Script 3: Humor & Lightness

**The idea:** The tone of this script should be playful and lighthearted, humorous and slightly poking fun at the seriousness of it all. Focus on the upside to getting divorced, the little things that lighten the load and make you laugh. The things that bring us all together and that we all experience. End with an emphasis on the new beginning.

**Example (340 characters):**

Yes, divorce is hard.

But it does have its perks!

No more socks on the floor... NEXT to the laundry basket.

No more empty toilet paper rolls at inopportune moments.

Maybe your leftovers will actually survive the night in the fridge.

Things may be hard right now, but this is a whole new beginning.

And you get to choose how your life moves forward.

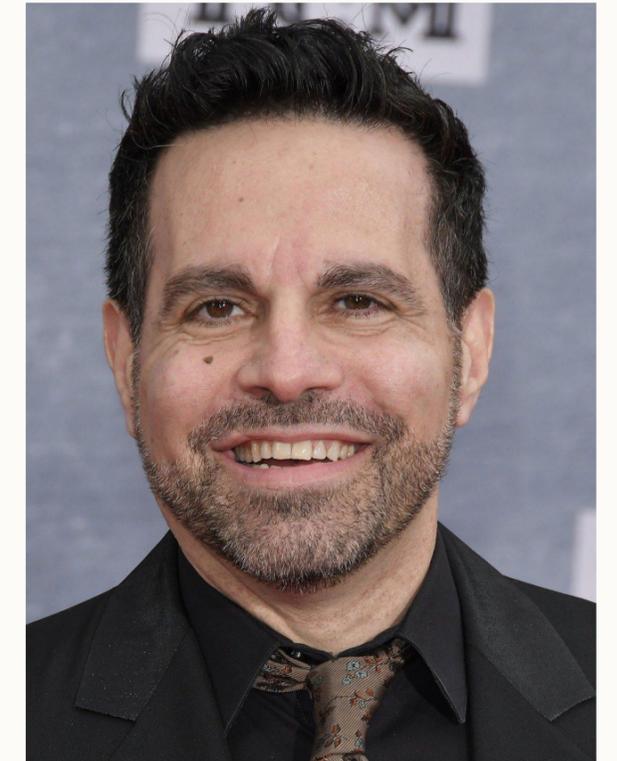
**End slide copy:**

1: Remember the upside to new beginnings

Fade in: share with someone who needs to hear this.

2: Company Law is here for you when you're ready to move forward.

(fade in) Go to [Company.co](https://www.company.co) to learn more.



**Actor, Comedian**

[Cameo Link](#)

Cost: \$1,800 total

**Why he works:**

- Funny, lighthearted comedian.
- Good reputation.
- Recognizable.
- Great voice for script.
- Currently on SATC reboot - timely popularity.

# Measuring Success

**Primary Goal:** Acquire new clients

**Secondary Goal:** earned impressions through organic reshares

The three videos will share the same predominantly female-focused targets to see which type of video performs best, **compassion**, **celebration**, or **humor**. This test will use different stars which may affect results, however overall we're looking to measure the following:

## **Acquisition Performance**

Reach

Impressions

Click thru rate

Cost per lead

Cost per conversion

## **Earned Media Performance (Organic)**

Reach thru shares

Impressions

Click thru rate

Organic lead volume

Organic conversion volume

Responses and Sentiment