



SCENE IT
ENTERTAINMENT

PRODUCT PLACEMENT | PRODUCTION RESOURCES | ENTERTAINMENT MARKETING

ABOUT US

Founder/CEO, Michelle Ferullo



Following a successful tech marketing career, Michelle has become an entertainment production expert equipped with a highly coveted contact list and invaluable insights into all areas of the entertainment industry. As a regular guest speaker at Emerson and Boston University, she shares this knowledge with future producers and business leaders.

After a decade of working for some of the most popular films and television series of the time such as *Queer Eye for the Straight Guy* and *Bride Wars*, Michelle founded North East Film Partners to offer highly specialized service to both brands and productions.

Scene It Entertainment has since produced outstanding results for clients such as New Balance and Randolph Sunglasses, including placements on primetime, top 20 television and major blockbuster films.

With a passion for American made products, Michelle specializes in brands that are produced here in the USA. She works with companies of all sizes to develop creative solutions resulting in brand exposure which would otherwise be restricted by budgets.

Why Entertainment Marketing?

Product placement in entertainment programming and celebrity seeding has increasingly become a major component of the marketing mix for lifestyle brands. Now that viewers live in the on-demand era, traditional commercials are becoming obsolete and companies are seeking alternative ways to get their brands in front of increasingly savvy consumers.

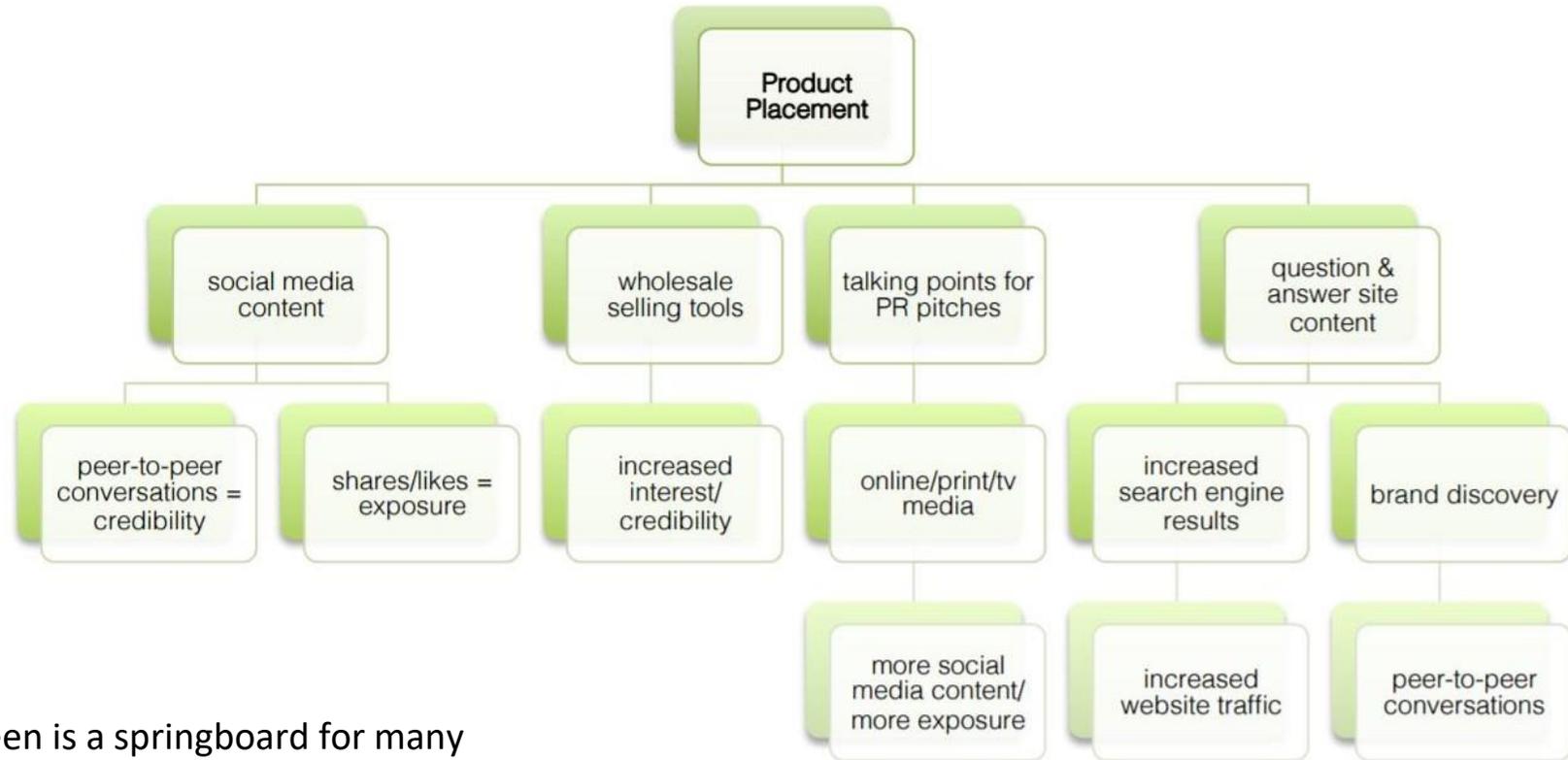
Fewer than half of all people still find paid traditional television, magazine and newspaper ads credible*, while 56% of consumers would prefer eliminating all advertising.**

Entertainment marketing evokes a memorable, emotional response because it's subtly placed within someone's favorite film/TV show or on a celebrity they admire. This engages consumers with your brand, increases awareness, and promotes social conversations.

Over **70%**

of TV viewers have ad avoidance technology such as DVR

Maximizing The Exposure



Having your product appear on screen is a springboard for many potential communication channels. By leveraging the placement through social media, question-and-answer websites, PR pitches, and other selling tools, your brand will reap the benefits of consumer awareness, peer-to-peer conversations, and credibility which can't be achieved through traditional advertising methods.

Scene It Entertainment can work directly with your internal PR team or agency to realize this potential.

92%

of consumers say they trust earned media such as recommendations from peers above all other forms of advertising Source: Nielsen

SERVICES

FOR BRANDS

Entertainment Marketing

PRODUCT PLACEMENT

The average consumer living in a metropolitan area is exposed to up to 5,000 advertisements per day. How can your brand break through the clutter?

Scene It Entertainment works with popular television shows and films to subtly promote your products to millions of viewers.

Your product will be pitched to our network of top-notch property masters and/or wardrobe supervisors to appear on film as part of the scene or worn by the actors. Once your product is filmed, we will deliver updates and images to use as invaluable marketing content and exciting selling tools.

CELEBRITY SEEDING

There's no doubt celebrities have a very high level of influence to people in our society. It's proven that when a celebrity mentions a product, the sales of that product often increase by double digit percentages.

Perceived celebrity endorsement works the same way. Scene It Entertainment works with A-list celebrity agents and assistants to gift your products instead of paying for costly endorsements. The celebrity is photographed wearing or using your brand, and viola! Instant perceived endorsement and an incredible amount of influence.

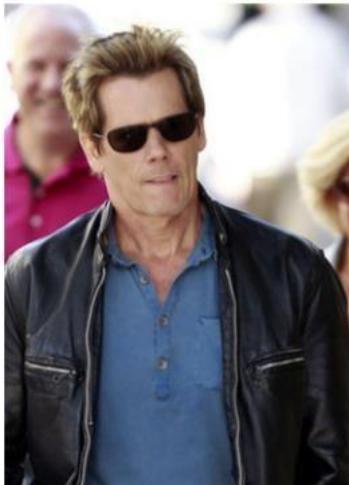
WELCOME PACKAGES

Since Massachusetts has offered competitive tax credits to the film industry, it has become one of the top locations to film in the country. Hundreds of blockbuster films and top 50 television shows are based in our backyard.

Scene It Entertainment provides select cast and production members with Welcome Packages to introduce them to our clients. Why pay thousands of dollars to be included in a gifting suite when we deliver the products right to the movie set?

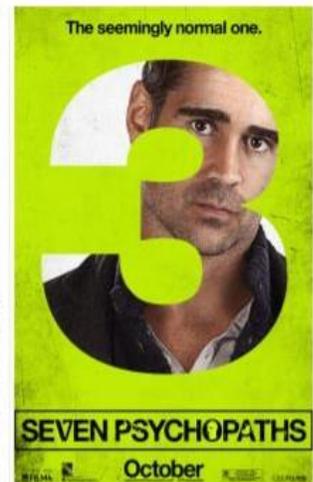
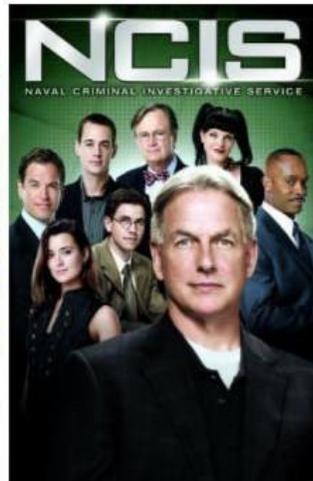
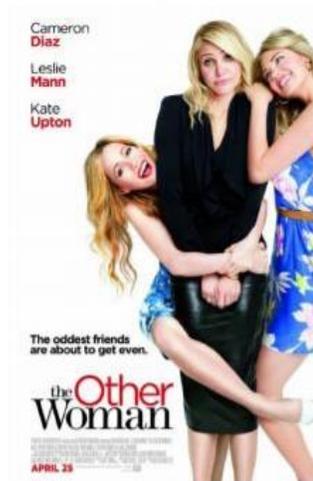
Celebrity Seeding

Our celebrity seeding, product placement, and welcome package services all result in getting our clients' products on A-list celebrity influencers.



Placements

Leveraging our relationships between the brands we represent and the prop-masters and productions we work with, we have placed our brands in shows and films such as:



Our Clients



Stylish • Quality • Essentials



RANDOLPH[®]
HANDCRAFTED AMERICAN EYEWEAR



Our Clients



Let's Talk

We look forward to building an entertainment marketing plan that's right for your goals and budget.

Contact us today to get started:

617.470.2825

michelle.ferullo@gmail.com