



## Lippin wields showbiz Brand

Price, Lippin to oversee the new unit

By [MICHAEL SCHNEIDER](#)

P.R. and marketing firm the Lippin Group has launched branded entertainment unit Brand to Hollywood.

Division looks to place corporate brands with entertainment industry events and celebrities. Charter clients include Architectural Digest magazine, Victoria's Secret beauty products, Marc Anthony hair products and Hearts on Fire diamonds.

Lippin exec VP Jennifer Price will oversee the new unit along with senior account executive Alex Lippin.

"Companies want their brands associated with key entertainment industry events and have top celebrities photographed with their products, thereby establishing important third-party endorsements," said Lippin Group chairman-CEO Dick Lippin. "Getting media exposure also translates to the consumer, because many people want to buy what celebrities feel is in."

As branding has become a Hollywood buzzword in recent years, talent agencies have gotten into the game, representing brands the same way they've handled talent, while networks and studios have also paid greater attention to product integration for their series.

Lippin has worked with TV sponsors for years, including General Electric, Kraft, Procter & Gamble, Johnson & Johnson, Coke, Campbell's Soup and Apple.