

Reinventing the Deal

CASE STUDY | Celebrity Negotiations for a Global Goods Manufacturer

chloe^{inc.}
talent business affairs

EXECUTIVE SUMMARY

Inking a deal — particularly when celebrity talent is involved — does not always go according to the best-laid plans. When contracts are drawn up, it's essential to have the insight and tenacity to understand all the implications (and the limitations) of the ask. This means being able to hear things that are implied versus said, and relating to people on human terms.

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CHALLENGE

A client and global consumer goods manufacturer asked Chloé to negotiate a contract with a high-profile celebrity. Although the contract covered the celebrity's endorsement of the product, our client's number-one distributor then requested additional services from the celebrity to support their internal sales team.

Our client was caught in the middle of a politically sensitive situation and the stakes were high. Chloé needed to make the impossible happen.

CHLOÉ'S UNIQUE SOLUTION

Chloé had built considerable trust and credibility with all parties involved in the initial negotiation, and intuitively knew what would motivate this celebrity to further partner with the client. By carefully and tactfully reframing the narrative around the agreed-upon terms, Chloé gradually turned the situation around. The celebrity not only agreed to terms outside of the original parameters of the contract, but also did so at no additional cost.

RESULTS

This case study reflects a core principle of Chloé's philosophy: there is nothing quite as powerful as trust. While compromise can be an effective resource in the negotiation of business deals, there is one matter in which Chloé has always been uncompromising: integrity. The company's reputation for putting integrity, honesty, and fairness above all else is its currency. It is what allows Chloé to deftly navigate situations like this one, and turn things around for our clients.



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The Chloé team always goes above and beyond. They work tirelessly on behalf of clients and I wouldn't hesitate to work with them again. Actually, I look forward to it.

—SENIOR DIRECTOR, HEAD OF MARKETING

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