

Case Study

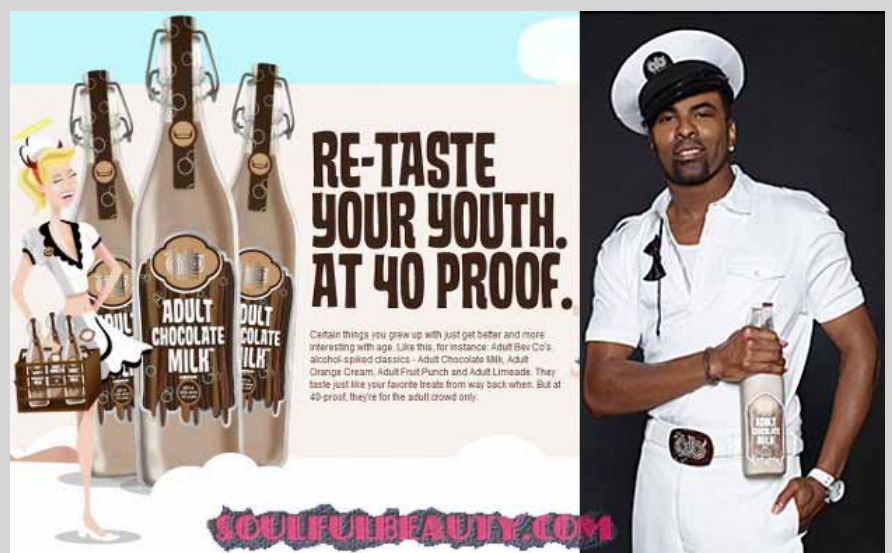
GBK Production Gift Lounges



Adult Chocolate Milk - With a combination of high-profile networking and celebrity seeding through GBK's Luxury Gift Lounge marketing events, Adult Chocolate Milk has been featured in major media outlets such as Rollingstone, CNN, Entertainment Weekly, Cosmopolitan, and many more. Through one-on-one interaction with celebrities at GBK events, an endorsement with Grammy winning artist Ginuwine opened doors for the brand and helped successfully launch ACM into the fiercely competitive alcoholic beverage industry.

3LAB - The luxury skin care brand started working with GBK in January 2007 and continues to work with GBK today. As a start up company prior to participation in GBK events, GBK Celebrity Gift Lounges have opened doors to the brand that would not have easily been garnered through traditional marketing efforts. **"We would never be in Barney's if it weren't for GBK and their efforts,"** Spencer Kanis, CEO 3LAB. An incredible amount of local and national media exposure have been directly attributed to 3LAB's participation in GBK Gift Lounges including a featured mention in the New York Times Newspaper.

Bullets 4 Peace – Launched in 2009, celebrity-based events have grown this boutique and specialized jewelry company exponentially. Currently sold in 70 Stores in the U.S. and 50 stores internationally, the popularity of this brand and its wide-reaching retail presence is attributed "only to the exposure that I have garnered in GBK events and the celebrities wearing my products," Rafi Anteby, Founder. Featured on Ellen, WWD, Jaime Foxx on American Idol and George Lopez, and IN STYLE and worn by celebrities such as Justin Bieber, Justin Timberlake, Beyonce, Snoop Dogg, Rihanna, B.O.B., Usher, Jamie Foxx, Hilary Duff, Samuel L Jackson, and many more are a direct result of participation in GBK Luxury Lounges and subsequent celebrity-focused events.



Samuel L. Jackson wearing a Bullet 4 Peace on The Ellen Show after receiving it at our lounge



From Simmons:

"Being a relative newcomer to the world of GIFT SUITES I really did not know what to expect so I kept my expectations in check. The experience as a whole was nothing less than outstanding! The communication and organization leading up to the event, the highly professional team members that helped set up our space and ultimately coming through on your promise to have a superb amount of "meaningful" celebrities attend was wonderful.

After the event our PR team ran a series of press releases and conducted social media campaigns which resulted in MILLIONS of impressions for our ComforPedic by Simmons brand. Those impressions can be directly compared to what a similar ad spend would have cost, which would have been in the hundreds of thousands of dollars!

Since the event we have extended many of our assets into other highly visible events which enabled us to help worthy charities and continue to increase our brand voice.

Last but not least we made some lasting friends which we plan on staying in touch with and working with for many years to come.

We look very forward to working with GBK in the future to continue to expand our brand and maybe make some more lasting memories!"

Best Regards,
Scott Smalling
President of Simmons Specialty Division
www.comforpedic.com



Emmanuelle Chiqui



Malin Akerman

VARIETY

HUFFPOST ENTERTAINMENT

ComforPedic by Simmons also mentioned in Variety & Huffington Post



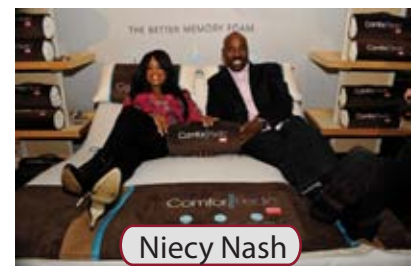
Tony Shaloub



Jane Lynch



Teri Hatcher



Niecy Nash



Jane Lynch photo featured in OKMagazine.com