

**What Might Happen  
if you Attended a  
Consumer Product  
Event?**



**Here are some results from our clients.**

These products landed on the  
#1 most viewed morning TV  
show in the US: Los Angeles'  
KTLA Morning News.

MOTHER'S DAY GIFT IDEAS  
CELEBRITY STYLIST @ANYASARRE



MORNING  
NEWS

WEATHER 3°, Lo:51° #ktla Agoura Hills 64° Hi:70°, Lo:50° #ktla Orange 67° Hi

JBL Partybox  
Encore Essential

- JBL Original Pro Sound
- 100W of Output Power

*Biens*  
CHOCOLATE CENTERPIECES  
[www.bienscc.com](http://www.bienscc.com)



A Women-Owned Company—  
Biens was Founded by a  
Mother / Daughter Team!



[www.Bienscc.com](http://www.Bienscc.com)  
Featuring 50 Deca  
On Ready-to-Ser



10:47 63°

**Good**  
Morning  
San Diego

# BIENS CHOCOLATE CENTERPIECES





These products were  
reported about in  
MSN's "35 Best  
Christmas Gifts for  
Your Foodie Friends"

Seen by 550M!

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72M eyeballs  
landed on Good  
Clean Love in  
Cosmo's print,  
digital and social

# COSMOPOLITAN

June 2018

1,806,449 uniques a day, 17M Print (72M print, digital, social)



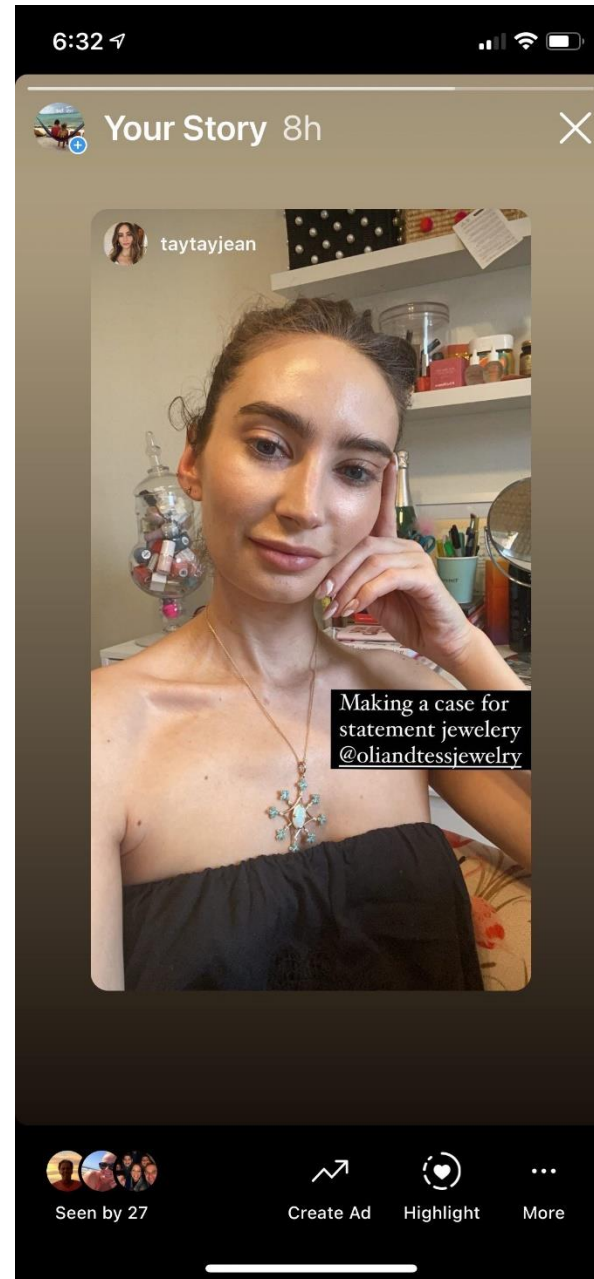
# BuzzFeed

## 70 Valentine's Day Gifts That'll Put Their Ex To Shame



LOFT & BEAR VODKA - if they're more of a cocktail person, a [bottle of artisanal vodka](#) so smooth, they'll be tempted to drink it right from the bottle. Loft & Bear is a Black-owned distillery based in California. [I'm](#) a huge fan of this spirit — it's unbelievably smooth and perfect for vodka sodas. [I don't](#) normally drink liquor straight, but this vodka is honestly good on its own with just a twist of lemon. Get it from Reserve Bar for [\\$30](#) or [Drizly](#) starting at [\\$29.99](#).

This influencer is wearing a client's necklace. She writes for Cosmo, Oprah, Elle, Refinery29 and many others



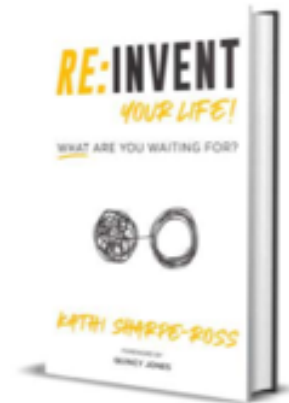


The #1  
press  
outlet  
in the  
world!



**A plethora of pandemic gifts available  
this holiday season**

What better time to ask, "Um... How did I get here?" as 30-year-old entrepreneur Kathi Sharpe-Ross does in her book "Re:Invent Your Life! What Are You Waiting For?" The self-published, self-help guide includes 30 interviews with executives to artists on their a-ha moments. Quincy Jones writes in a short foreword: "I believe that we are the biggest barriers to our own creativity and growth because of paralysis from analysis." Available on Amazon and elsewhere. \$19.99.



The annual gift  
guide seen by  
**1,217,317**

VANITY FAIR

Things for the Home

## 21 Gift Ideas to Turn Your House into a Home



Roe caviar, \$150 for 50 grams. ([roecaviar.com](http://roecaviar.com))



All these products  
were reported about  
in MSN's "Mother's  
Day Gift Guide"

Seen by 550M!



# marie claire

## The 58 Best Gifts for Dogs and Dog Owners

You're not a regular dog mom, you're a cool dog mom



### A Personalized Dog Dish

STYLE UNION HOME  
styleunionhome.com  
\$84.00

shop it

This ceramic pet dish is one of the standout items from Style Union Home, the new brand from True Religion co-founder Kym Gold. The hand-crafted dish comes in six colors, and did I mention you can personalize the name on the front?

This placement turned this dog dish into a #1 selling product as a result of this placement



# BuzzFeed

## TOP 20 ITEMS YOU SHOULD HAVE IN YOUR PANTRY RIGHT NOW

Product  
round-up seen  
by **15,180,864!**



Cannabis-powered suppository from Hello Again



Dietary Supplements from 1MD Nutrition

# DAYTIME EMMY AWARDS



On the red carpet at the  
Emmys for Pelican?

Priceless



Seen by  
**15,180,864**  
with a link to  
their website!

# BuzzFeed

Organic Grape Wines from Kind of Wild



Kind of Wild is a collection of global wine discoveries devoted to rewilding the planet while partnering solely with organic growers that work diligently to improve their soils. When you choose Kind of Wild wines, you're buying more than wine. You're supporting growers and winemakers across the globe who believe in creating a sustainable wine industry by improving soil health, diminishing soil erosion, keeping natural waters free from chemicals and having a positive, lasting impact on the local ecosystem.







Cover story for  
this fashion  
designer!



The news app  
on iPhones  
globally: 85M  
readers a day

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#### Pelican Go™ Case

Pelican Products, Inc., an industry leader of rugged, protective cases, recently introduced the Pelican Personal Utility Cases (PUC), a new category of everyday carry cases for the adventure-ready consumer. Their Pelican Go™ Case is an easy to carry models designed for everyday use that protect the integrity of valuables such as smartphones, credit cards, and keys while focusing on convenience and size.

The Pelican GO™ cases come in six different colors including Lime, White, Blue Surf, Slate, Blush and Anthracite. They float on water and are waterproof.

I am totally rocking my Blush G40 as if it's a clutch or a cross-body with straps (I created myself), when hitting the road. This is safe and convenient as I tend to not travel with fragile designers' goods. These cases are perfect for my phone, ID, makeup, hotel room keys, travel size sunscreens, and more.

Mother's Day  
gift guide  
seen by  
**9,604,153**

# BuzzFeed

## 22 MOTHER'S DAY GIFTS FOR THE MOM WHO'S SUUUPER HARD TO IMPRESS



22. Or if fudge is more her thing, a box of Z. Cioccolato multi-layered gourmet fudge that'll make her so happy on Mother's Day.

for women  
**First**

WEEKLY  
**iNTouch**

This product was  
reported about in all  
of these magazines  
(and their .coms)

**closer**  
WEEKLY



Seen by 18M, would  
have cost  
\$713,875.00, ROI:  
167%

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WEEKLY  
**Life & Style**

**Woman's  
World** A great  
week  
made easy!



# SELF

1,492,959 Monthly readers

## Should You Put Matcha in Your Mouthwash?



Matcha is said to be good for your heart, your blood, your mood, your metabolism...and now, we hear, the antioxidant-rich green tea may be good for your teeth, too. Eric Gower, founder and creative director of Breakaway Matcha in San Francisco, tells us that he's heard of people using the green-tea varietal as mouthwash. "They make a solution and then swish it around in

their mouth," he says. In Japan, you can even buy matcha toothpaste. But it seems counterintuitive to us that the tea (a known contributor to tooth discoloration) could stave off cavities and freshen breath.

Breakaway  
Matcha didn't  
even meet this  
reporter in person  
– but pitched  
from our list

Seen by 1.4M

**Thinium came to  
our Holiday Gift  
Guide event in  
September – and  
look what  
happened a  
month later**



### Portable charger

You can go cable-free with the Thinium ReCharge+, a slender, high-density 3000 mAh two-in-one backup battery for Apple (lightning tip) or Micro-USB phones. ReCharge+ batteries have a tucked-in USB cable and retractable AC prongs for wall charging.

\$69.99 | [thinium.com](http://thinium.com)



(Thinium)

**Stanley Poll, New York City's  
epicurean must-stop sent their  
gingerbread house to Town &  
Country**

**An ad in this mag would have cost  
\$115,580**

**It's read by 812,000 perfectly  
matched customers for his business**





Good Housekeeping

This page would have cost \$258,000  
ROI: 600%



**“Dear Consumer Product Events: Since the Lipzu article came out in Good Housekeeping, I have gotten 687 orders! Today, I was able to give the Humane Society a \$1000 check. ”**

**Daisy, 10-year old creator of Lipzu**



# MAXIM

## TAKE A WILD RIDE ON THE PEDEGO INTERCEPTOR III

You won't only look cool on this beautiful steed, you'll be making the smart commuting decision.

GEAR



This client got several placements at CPE, including Maxim, the premier men's magazine with 8,705,000 monthly readers

**This client landed a full page story in Newsweek magazine. This page would have cost \$20,000 and it's the second largest biz magazine in the US!**



# VANITY FAIR

Punch Hutton's 2015 Holiday Gift  
Guide





**The Father's  
Day Gift Guide  
seen by 2.4M**

**Los Angeles Times**

**17 style-wise gifts to give your father figure  
on Father's Day**

**A**s much as we adore and admire him, father may not always know best when it comes to sartorial concerns. So what better time than Father's Day — coming up on June 18 — to sneak a fashion-forward piece into his wardrobe in the form of a gift? That goes for granddads, dads-in-law, stepdads, doggy or kitty dads, and other father figures in your life too.

**Pedego**



(Pedego)

Trail Tracker electric bicycle with four-inch-wide tires in three sizes,  
\$2,495-\$3,595. (800) 646-8604, [pedegoelectricbikes.com](http://pedegoelectricbikes.com).

# Los Angeles Times

## Last-minute holiday gifts for the fashion-minded

By Dagrid Schneider

04 December 18, 2015, 10:05 AM

**S**till shopping? We've got you covered with these last-minute inspirations for gifts that span the spectrum from pretty to practical to reach-for-the-stars. (We are in Hollywood, after all.)

### Deborah Lindquist

Deborah Lindquist rhinestone-embellished recycled cashmere Movie Star scarf handcrafted in Los Angeles. \$150 at Tweak in West Hollywood, (323) 653-6531, [deborahlindquist.com](http://deborahlindquist.com)



How many saw  
this?

Oh, only 2.5  
million

5,576,000 readers  
saw this client's  
gowns

Had she bought an  
ad, it would have  
cost \$85,399

# BRIDES

## Custom-Designed Wedding Dresses Found in Los Angeles

*Deborah Lindquist Eco Couture. The Eco Friendly Bride*

For the eco-friendly bride, dress designer Deborah Lindquist is a fashion-forward, environmentally-conscious designer who specializes in eco-friendly wedding gowns. She creates her dresses using organic and sustainable fabrics such as organic linen, hemp, satin, and hemp organza. In true green style, a portion of the proceeds from her business even support non-profit organizations that promote saving the Earth

Verterra makes  
disposable plates  
from fallen leaves in  
the forest

782,333 readers were  
introduced to this  
amazing product  
when they met the  
editors at a Consumer  
Product Event







### The Coolest New Eco Products

#### ~~Verterra~~ dishware made from discarded leaves

These plates and trays are made from fallen palm leaves that have been pressed together using a unique chemical-free bonding system. The production process creates only one bag of garbage per week. The dishware is light and looks like a beautiful grained piece of wood. They replace paper or plastic plates at parties and events and are compostable; it takes about 62 days for a plate to fully decompose. There are trays, bowls and plates. A set of eight 6-inch plates retails for \$4.99.

This product only got  
their product in front  
of 343,000 daily  
viewers - not a bad  
return on investment

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**HOT HOLIDAY GADGETS**

November 26, 2010



#### **Gyrowheel**

Price: \$115

Imagine teaching your kids to ride a bike with no training wheels. This gyroscope-equipped front tire, operated by a rechargeable battery, is incredibly stable and helps kids learn quickly, without becoming dependent on extra wheels. Parents can gradually reduce the gyroscopic effects, as kids' abilities grow.

Read by 85 million



## Summer Beauty Finds

By: Gerrie Summers  
July 24, 2012



For those "in a pickle" moments, when you need a quick touch up or need to reduce the shine on a too-oily face, these cute bags keep everything you need conveniently packed up so you can take it all with you, in your purse, car, backpack or briefcase. In A Pickle bags can store anything from lipstick, lip gloss, antibacterial wipes, nail polish remover wipes, lotion, cotton swabs, fingernail clippers, small mirror, travel makeup brushes, and other essentials, inside convenient plastic sleeves. To purchase, visit [InAPickle.com](http://InAPickle.com).

What if you got  
into TIME for Kids  
magazine?

This placement  
was seen by  
3,804,507  
students and  
143,172 teachers



105,929 Unique Visitors Per Month

November 29, 2012

## MONKEEZ MAKE A DIFFERENCE

What better way to help others than with a plushy, cute animal by your side? Monkeez and Friends introduces a new way to do good deeds. Designs come in multiple sizes and characters, including hedgehogs, panda bears, hippos and more. Each character comes with an online code for a charity that partners with Monkeez Make a Difference. Make a positive change in someone else's life with this interactive and educational world. (\$17.99) – Cameron Keady





This client met the editors of Organic Spa magazine at the Holiday Gift Guide Consumer Product Event and got into this gorgeous publication read by 125,000



Presents for Purpose met the editors from Good Housekeeping, read by 300,000 women who could use their e-tailing service to buy gifts – and benefit charities

Good  
*Housekeeping*



Royally Ribbon watch, \$45

**BECAUSE THIS GIFT KEEPS GIVING**

At [presentsforpurpose.com](http://presentsforpurpose.com) at least 10 percent of the proceeds from every single product is donated to a good cause. It's a great place to find unique gifts, and you can even select which of 24 charities will benefit from your purchase.

**Vapur's colorful  
water bottles  
were exposed to  
3,527,304 water  
bottle-toting  
Angelenos.**

# Los Angeles Times

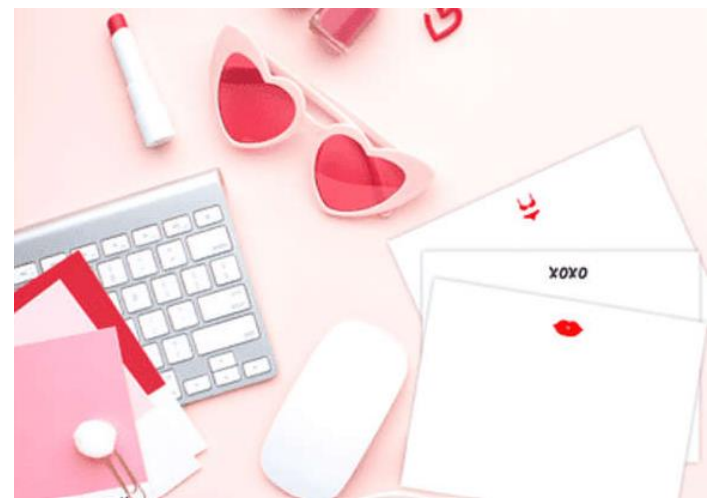
## Suggested traveler stocking stuffers

Vapur, eco-friendly, PBA-free, "fold-and-go" water bottle, \$8.95





These clients  
landed on MSN's  
Best Creative  
Valentine's Day  
Gifts for Her  
seen by 550M!





# 5 TX | TODAY



TX TODAY

# **Consumer Product Events connects consumer packaged goods with the press who are looking to report about them.**

These are real results from our clients who have attended our showcases in New York City and Los Angeles.

We provide direct access to our little black book of contacts most likely to report about a product like yours.

There's no place in the world where you'd ever meet all these people at once.

**You could be next.**

**Contact us @  
310.317.1543**