

B. PRICE AND HIS 4 INIMITABLE DIMENSIONS OF...

BRIAN C. PRICE
EDITION

BREAKTHROUGH

Entertainment Marketing

Storied

Brian Price

About That **RECORD BREAKING**
ESPN SOCIAL POST
PAGE 29

INSIDE
HEAR
B. PRICE
ABOUT
CREATING

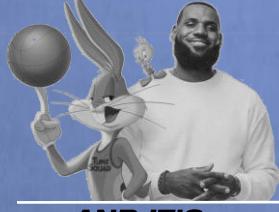
HIS OWN SHOW

THE D-TOUR
AT
DISNEY

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**SPACE JAM 2:
“THE GOAT
DEBATE”**

SCRIPT INSIDE!



AND IT'S
NOT QUITE
THE DEBATE
YOU THINK
IT IS.
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**Two
Terminators
Walk Into a Gym**

When Kawhi Met Arnold
and Broke the Internet.

PAGE 8

**KEEPING IT 100:
“MERRY LIKE THIS”
RANKS IN THE
100TH PERCENTILE!**

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A NOTE OF CAUTION



COVER LETTERS ARE BORING AS HELL

WE ALL KNOW THIS.

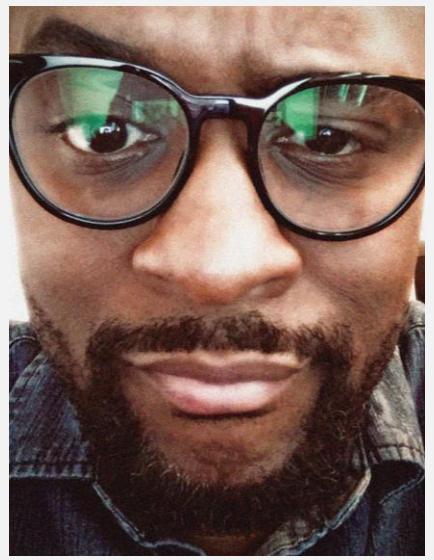
SO INSTEAD OF ANOTHER
BORING COVER LETTER,
IN JUST 72 HOURS I CREATED
THIS MINI-MAGAZINE CALLED "STORIED".
IT'S A FUN PORTFOLIO ABOUT ME
AND A HANDFUL OF AMAZING
ENTERTAINMENT MARKETING CAMPAIGNS
I'VE CREATED
DURING MY "STORIED" CAREER.
(NOW IS NOT THE TIME FOR MODESTY.)

A COVER LETTER COULD NEVER.

ALL COPY & DESIGN BY BRIAN C. PRICE



A LETTER FROM THE EDITOR



44 | BRIAN C. PRICE

(b. 1976) STORIED ENTERTAINMENT MARKETER

THAT'S ENTERTAINMENT ...MARKETING

AKA THE ART OF SELLING STORYTELLING

Twenty-five years. That's how long I've been practicing this marketing thing, professionally at least. Before advertising was a job for me, it was an undying curiosity. I'd study it voraciously. Clip my favorite magazine ads, stuff 'em in manila folders. Photocopy whatever articles I could find about advertisers like Tom Burrell, and staple the pages

together to make my own reference books. I'd replay commercials on my family's VCR, take notes, time where the music cues came in. Where the jokes landed. I had to know how ads worked. That, and how to beat Super Mario Bros.

Meanwhile, I was making straight A's and stuntin' like my daddy on the court (my dad played ball for the Sixers, Knicks and Pacers) by leading my Indiana high school varsity basketball team in scoring.

I declined basketball scholarships and the Ivy Leagues to study marketing at Florida A&M (an HBCU). First night on campus, I beat the FAMU basketball team in a pickup game. Still, I didn't regret my decision not to play. I was a marketer first.

Good grades came with hard work. I was disciplined enough to earn A's in all my classes, while on the side I made beats, wrote rhymes and did live shows with my hip-hop crew. I also produced a weekly TV show on campus – my intro to the set. I was an entertainer, but traditional product marketing was still my aspiration.

I took a job as an equipment buyer at Ford after graduation, because their Ford College Graduate program guaranteed a "rotation year" after 12 months, where I'd be able to handpick which marketing department I wanted to work for (since in that rotation year, I'd be free headcount). My strategy: buy assembly plant equipment for a year, learn negotiation skills, then be so dope at advertising in my rotation year that they'd beg me to stay and be an ad guy instead of going back to being a buyer. I always had a plan. And it worked.

I accepted a permanent marketing role with Ford, and moved from Detroit to LA.

Product marketing was...cool. And like I'd always envisioned, I was doing it at the best of the best Fortune 500 companies. Before marketing cars at Ford, as an intern I'd marketed dishwashing liquid at P&G, and TVs/VCRs at Walmart.

But then something happened. For vacation, my then-GF-now-wife and I attended the Acapulco Black Film Festival. On the ride back from the "Baby Boy" premiere, I shared a cab with a man who'd later learn was a screenwriter named Gregory Allen Howard. In that cab, he'd ask a question that would change my life: "So, what do you do in the industry?"

mrbriancprice.com

 *THROUGHOUT THIS MINI-MAGAZINE, CLICK ON THE PLAY BUTTONS to view the entertainment marketing campaigns referenced on the page. In most cases, the links take you to mrbriancprice.com, a portfolio website containing to branded content campaigns I've completed at places I've worked like Disney, ESPN, NBCU, Hartbeat and Game Show Network.



A LETTER FROM THE EDITOR

"Nothing," I told him (in hindsight, not a great answer). "I just like watching movies."

But Howard recommended that if I ever wanted to know how movies were actually written, I should read the book *Screenplay* by Syd Field. "You don't need film school," he said. "Everything you need to start learning is in that book."

I jotted down the name of the author of the book, and tucked it away in my wallet. Months later, I followed Howard's recommendation and ordered a copy of the book. Something to pass the time while I was serving on jury duty.

A profound curiosity was unlocked.

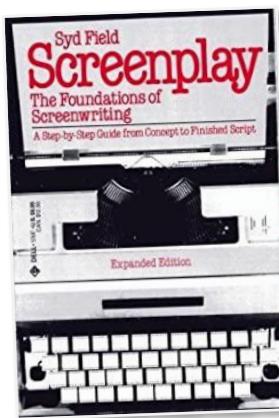
I had always been a huge fan of movies. Watching was one of my favorite pastimes. But having scratched the surface of learning the actual mechanics and principles of story structure, I found myself diving deep into a space of exploration, wanting to understand what made movies and the stories behind them tick – as much as, if not more than, I had once wanted to learn how and why my favorite ads worked.

Soon, my personal library of books about storytelling took up an entire shelf. And then two shelves. And then, a row of books covered the end table next to my bed.

I would read the works of people like Robert McKee and come to realize that screenwriting lessons were actually life lessons, because great stories are constructed to be experienced in the same manner in which we experience life itself. Storytelling was everywhere.

I could see the parallels between great storytelling in film, on TV, in songs like *Lucky Man* by Emerson, Lake & Palmer, and yes, even in mediums like advertising.

This was a game changer. Traditional product marketing, once my focus, seemed a bit insignificant. Now I wanted to prove that you could apply the same product



The screenwriting book recommended to me in the back of a cab in Mexico by the writer of *All*.

“

I found myself diving deep into a space of exploration, wanting to understand what made movies and the screenplays behind them tick – as much as, if not more than, I had once wanted to learn how and why my favorite ads worked.

”

BRIAN C. PRICE
STORIED ENTERTAINMENT MARKETER

marketing principles when speaking to an audience for entertainment properties.

I started consulting for independent filmmakers. Helping them figure out how to market their films, get into festivals, even get television distribution. This was fun. But fun doesn't pay the bills. I had to make entertainment marketing my new normal.

On my commute into work at Ford one day, I decided I would quit my job on the spot unless some revelation changed my mind by the time I arrived at the office parking lot. Nope. So I gave my notice.

I then transitioned into entertainment marketing at DIRECTV, managing their co-op marketing budget and developing ads for DIRECTV and its partners.

After a reorg, I took a job at MTV doing brand integrations and product placement for MTV in shows like *Run's House*. From there, an opportunity arose to go start an integrated marketing department at Game Show Network (one block down on the same street as my old MTV office).

I'd found a home in entertainment. I set a goal to become a vice president at a major entertainment studio by age 35. Weeks before my 36th birthday, I was hired as VP of Creative Partnerships at NBCUniversal.

From there, I oversaw an integrated marketing team at ESPN and then at Disney, creating custom TV, digital and social campaigns to promote the film, TV and streaming properties of Disney's movie studio and streaming ad clients.

Next, I served as Head of Branded Content & Creative Strategy at Kevin Hart's company Hartbeat – a role I held until I voluntarily resigned in 2023.

My roles might change, but I'll always be a lifelong student of storytelling. This week, I'm reading *The Anatomy of Genres* by John Truby. I think I'm gonna need a new bookshelf.

WASN'T KIDDING: That [portfolio website](#) I mentioned has even more of my work that isn't referenced in this mini-mag. Check it out.



CONTENTS

THE STORIED BRIAN C. PRICE

THE REMARKABLE PORTFOLIO ACCOUNT OF AN ENTERTAINMENT MARKETER



006

KEEPING IT 100 FOR THE HOLIDAYS

I wrote and produced a holiday short film for Sam's Club that ranked in the 100th percentile. You can't beat 100. I checked. Percentiles don't give extra credit.



017 THE GOAT DEBATE

Here's a sketch I wrote for the 2021 ESPYS that DID NOT make it to air. Turns out you can't compare Mickey Mouse to Bugs Bunny on one of Mickey's networks. For he is a jealous Mouse. Script was epic tho.

027

A SHOW I CREATED: “THE D-TOUR”

That time I created, produced and hosted an original series featuring interviews with celebs from Disney networks and streaming platforms.



008

TWO TERMINATORS



Once, Arnold Schwarzenegger told Kawhi Leonard, “Come with me if you want to lift.” Hijinx ensued. And all of entertainment noticed.

010

FIRST THINGS FIRST



What do Denzel Washington, Zion Williamson and the Jumbotron at Crypto.com all have in common? I was their first (so to speak).

029

BREAKING SOCIAL RECORDS AT ESPN

Over 7.8 million views for a single social post. That's like if every person in Finland plus Botswana is your audience. And then you show 'em a Spider-Man video.



030

READY, SET, GO: BTS PHOTOS

I rarely take BTS photos when I work. But the kids said, “Pic, or it never happened.” I told those kids “BTS” means “behind the scenes.” They called me a liar.

032

THE OBLIGATORY RESUME

Can't get outta here without playing everybody's favorites. Contact Info. Experience. Education. All the hits.



Brian C. Price and Hartbeat “Keep It 100” for Sam’s Club during the Holiday Season!



For the 2022 holiday season, **SAM’S CLUB** asked Kevin Hart’s company **HARTBEAT** to create a standout piece of branded content to introduce its new holiday marketing campaign “[MerryLike This.](#)”

Hartbeat’s solution was to create the original holiday short film “Merry Like This”, **written by Brian C. Price** (Hartbeat’s head of branded content & creative strategy), **starring Kevin Hart** as a husband and father caught in a holiday party hosting dilemma. When Kevin’s wife invites more guests than expected, one of those uninvited is his daughter’s annoying boyfriend (Marcus Scribner, *Black-ish*), who tags along during an emergency Sam’s Club run and even asks Kevin for his daughter’s hand in marriage!

The two-minute film, which featured original music by recording artist **Kirby**, ran in over 1,700 theaters nationwide. And according to [iSpot](#), the film set a new standard for branded content excellence by ranking in the **100TH PERCENTILE** on Likeability, Information, and Change.



[WATCH THE FILM](#)



FOUR DIMENSIONS *OF* BREAKTHROUGH ENTERTAINMENT MARKETING

B. PRICE's WINNING FORMULA:

YOU CANNOT IGNORE THESE FOUR DIMENSIONS
IF YOU WANT YOUR ENTERTAINMENT MARKETING
TO BREAK THROUGH TO AN AUDIENCE

1. STORY STRUCTURE*

Which element of this entertainment property's story will best engage with an audience?

Story World
Characters
Hero's Weakness/Need
Hero's Strength
The Inciting Incident
Hero's Desire
The "What If?" Premise
etc.

2. AUDIENCE INSIGHT

What does the audience know, or at least believe they know, and how does that "truth" provide an authentic backdrop for us to create a meaningful dialogue about this entertainment property right now?

3. ENGAGEMENT RESPONSE**

How do we want the audience to engage/respone to this marketing message specifically?

Smile
Laugh
Be Informed
Be Persuaded
Interact
Think

4. DELIVERY

What is the environment in which, and/or technology through which, we can deliver the marketing communication that will tattoo it onto the audience's memory?

* Truby, John. *The Anatomy of Story: 22 Steps to Becoming a Master Storyteller*. New York, Farrar, Straus and Giroux, 2007.

** Barry, Pete. *The Advertising Concept Book: Think Now, Design Later*. London, Thames & Hudson, 2008.



TWO TERMINATORS WALK INTO A GYM

THIS IS A CASE STUDY

ILLUSTRATING WHAT HAPPENED WHEN

PARAMOUNT PICTURES CALLED AND ASKED ME TO HELP THEM CREATE

AN ENTERTAINMENT MARKETING CAMPAIGN ON ESPN

TO PROMOTE THEIR UPCOMING FILM

TERMINATOR: DARK FATE.

WHAT FOLLOWED WAS A POP-CULTURE MOMENT IN SPORTS ENTERTAINMENT

THAT CAPTIVATED AUDIENCES IN WAYS

THAT NEITHER THE STUDIO (PARAMOUNT) NOR THE NETWORK (ESPN)

HAD EVER SEEN.

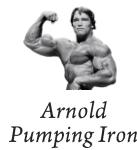


CLIENT
OBJECTIVES:
PARAMOUNT
PICTURES

Reinvigorate the Terminator franchise • Reignite the fan base •
Broaden to young and multicultural audiences • Reinforce the return of both
Arnold Schwarzenegger and Linda Hamilton to the franchise

INSPIRATION FROM THE CULTURE

KAWHI LEONARD IS
"LIKE A TERMINATOR"
& OTHER MEMES



Arnold
Pumping Iron



Manliest
Handshake



"Hasta la
vista, baby."



Kawi & PG
Come to LA



FUN GUY
"I'm a Fun
Guy."



"What it do,
baybee???"



Kawhi's
Robot Laugh



Arnold &
Linda



GOT IT!



WATCH IT HERE

SOLUTION

Create relevant content with a story ripped from the headlines. Pair movie star power with sports star power for an instant pop culture moment. Harness NBA fans' eagerness to see Kawhi with new teammate Paul George, plus movie fans' excitement to see finally see Arnold re-team with Linda Hamilton. Launch when fan anticipation is at its peak.

The Four Dimensions

Story Structure:
Characters: the beloved OGs, Arnold Schwarzenegger and Linda Hamilton, are both back in this new Terminator movie.

Audience Insight:
Since his stoic NBA championship playoff run the past season, fans and media alike had been commenting on how Kawhi was "just like a Terminator" on the court.

Engagement Response:
Make em laugh. Kawhi's stoic demeanor make him fascinating and unintentionally comedic. Plus, there were so many Kawhi memes on the Internet, we had to take advantage of that built-in equity.

Delivery:
Opening day of the 2019-20 NBA regular season (the height of anticipation for NBA fans) and a day that featured a marquee matchup between Kawhi's Clippers and LeBron James' LA Lakers.

a Breakthrough Campaign

TWO TERMINATORS WALK INTO A GYM

1. We knew the campaign was special when TMZ leaked photos of our shoot
(Kawhi and Arnold working out together at Gold's Gym), and reported on it before they even knew what we were shooting.

2. The finished video launched on Twitter and Instagram the morning of the first day of the new NBA regular season. Likes and comments poured in from celebrity athletes, celebrity actors and fans.

3. We then debuted the spot on TV during TNT's NBA Tipoff doubleheader, where the main event was a cross-town matchup between Kawhi's Clippers and LeBron's LA Lakers. Because our Kawhi-Arnold video had already gained momentum all mor-

ning/afternoon, by the double-header, TNT on-air analysts began discussing "that Kawhi Terminator spot" pre-game, in-game and post-game. Organically!

4. Our campaign was already garnering tons of earned media after opening night of the NBA season was in the books. Sports talk TV and radio programs mentioned and even showed "that Kawhi Terminator spot" whenever discussing the Clippers vs. Lakers matchup. It ran organically in The Dan Patrick Show, on ESPN's The Jump, on Now or Never and many more shows.

5. The spot became so popular that it was requested to run in-stadium at Clippers games on the Jumbotron and in the con-

cessions areas at STAPLES Center before the game and at halftime. The first time an ESPN custom spot for an advertiser ever ran in-stadium at a live NBA sporting event.

6. And the press ate it up, too. Cool thing about a spot with both Hollywood and sports stars was that the video got rave reviews in both entertainment and sports outlets alike. From Variety and Rotten Tomatoes, to USA Today and Sports Illustrated. And on the press junkets, Arnold and Linda constantly fielded questions about shooting "that spot with Kawhi" in their interviews.

7. Every local news program in LA reported on the Kawhi and Arnold video as a featured news story.

They would literally introduce the spot, show it in its entirety, then discuss it. Some even used the spot as a tease before commercial breaks.

8. Local is great, but things hit another gear when the organic mentions went international. From social mentions by influencers in India, to a guy in Germany who redubbed the entire spot in German with him performing all the voices (even Linda's).

9. An underground market for fan-made merch inspired by our Kawhi and Arnold video even emerged, with the final shot of Kawhi and his robotic eye glowing red emblazoned on shirts, coffee mugs, pillows and more.



Engagement, Views and Reach. We created a pop-culture moment by trending on Twitter immediately following the launch, and amassing 41K posts in the first 24 hours online across Twitter and YouTube. Video views reached 10.2 million online in the first 48 hours. And the campaign exceeded 66.5 million total reach across Terminator, Paramount and talent socials.



FIRST THINGS FIRST

“FIRST” IS MORE THAN A USELESS INITIAL COMMENT ON A SOCIAL POST.

**SOMETIMES, A “FIRST” SIGNALS
TRUE ENTERTAINMENT MARKETING INNOVATION.
THE BREAKING OF NEW GROUND.**

**THE FOLLOWING ARE A SHORT LIST OF FOUR
“FIRSTS” THAT I’VE ACHIEVED IN ENTERTAINMENT MARKETING.**

FIRST THINGS

FIRST TIME
Zion Williamson
did a commercial shoot

Universal
HOBBS & SHAW
NBA Draft on ESPN
(2019)

> Zion's FIRST COMMERCIAL EVER (NO, REALLY)

I REMEMBER LEBRON'S FIRST COMMERCIAL. It was for Nike. The fact that the most highly anticipated basketball player in history was finally turning pro and doing his first endorsement. There was so much fanfare around it.

So, prior to the 2019 NBA Draft, with Zion Williamson — the most highly anticipated NBA prospect since LeBron — turning pro, my goal was to get the biggest scoop in sports and entertainment marketing at the time: to land Zion's first-ever commercial.

People thought it was far-fetched. "Surely, Zion's first commercial would be for a big shoe company or sports drink." That wasn't my problem. I was gonna get him to do a spot for one of my movie studio clients before Nike or Gatorade got to him.

Enter Universal Pictures, whose Fast & Furious spinoff Hobbs & Shaw was releasing that summer, shortly after the draft. When I was briefed by the studio on the film, a key theme that emerged was two former rival characters (Dwayne Johnson, Jason Statham) having to become teammates. I had my ammo. Because I knew two college teammates (Zion Williamson and RJ Barrett) were speculated to go top 3 in the upcoming NBA Draft, and immediately become NBA rivals.

The juxtaposition was perfect. Zion and RJ had to say yes. They did. The Hobbs & Shaw promo went down as the first commercial of Zion's and RJ's pro careers. There was fanfare. And hoopla. SportsCenter called and asked if they could run [BTS footage of the commercial shoot](#) during their NBA Draft coverage. Well, yeah. If you must.

The Icing: I'd known RJ Barrett's dad (Rowan Barrett Sr., but we called him "Duck") when we were kids. He had visited my house from Canada one summer to play in a basketball exchange program called the Peace Games. Duck, the clear standout on the Canadian team, was fascinated that my dad had been drafted in the first round by the Knicks in 1972. He must have talked to my dad a millions times that summer about the Knicks.

So, when the 2019 NBA Draft finally came, and with my Hobbs & Shaw promo featuring Zion and RJ in rotation, I watched with tears as my friend Duck, now a dad, saw his son RJ get drafted in the first round. By the Knicks.

FIRST



[WATCH IT HERE](#)



[SEE BTS HERE](#)



  "You have to be proud, very proud. I'm proud of you, son."

FIRST THINGS

FIRST

FIRST TIME
Denzel Washington
shot a promo campaign
for one of his movies

Sony Pictures
THE EQUALIZER 2
The NBA Finals
(2018)



>**DENZEL
HADN'T DONE
A SEQUEL
OR A PROMO
(UNTIL THIS)**

BEFORE THE EQUALIZER 2, Denzel Washington, one of the greatest actors of a generation, had never done a sequel. And when my team set out to create a custom campaign for The Equalizer 2 in the 2018 NBA Finals, we learned that Denzel had also never shot a movie promo for any of his previous films.

So in a case of “killing two birds with one stone,” we created a campaign for The Equalizer 2 with a faux storyline where NBA athletes auditioned to revive the role of “Equalizer” Robert McCall once Denzel broke the news to director Antoine Fuqua that he would not be appearing in the sequel. The campaign might have been Denzel’s first, but regardless, you don’t teach Denzel. You just watch him work, and you learn from him.

FIRST THINGS

FIRST

STAPLES Center

SAN MANU

TERM D A R

WELCOME TO THE DAY AFTER JUDGMENT DAY

TERMINATOR DARK FATE

Calling ALL TERMINATORS TO THE JUMBOTRON

KAWHI LEONARD AND ARNOLD SCHWARZENEGGER absolutely stole the show on opening night of the 2019-20 NBA season. They'd joined forces, along with Linda Hamilton and Paul George, in a 60-second custom video for my entertainment marketing campaign promoting *Terminator: Dark Fate*.

We debuted the video on Twitter and Instagram the morning of the season kickoff. And by that night, the video was dominating social media, sports talk, and even local news conversations.

The momentum continued when the video was shown on the Jumbotron at STAPLES Center during LA Clippers games, making it the first custom ESPN spot for an advertising client to run in-stadium at a live NBA sporting event.

 WATCH IT [HERE](#)

FIRST TIME
a custom ESPN spot for an advertising client ran in-stadium at a live NBA sporting event (on the Jumbotron at STAPLES Center)

Paramount
TERMINATOR: DARK FATE
(2019)

FIRST THINGS

FIRST

> AN UNDEFEATED *First*
FOR SHAFT?
(SHUT YO MOUTH)

THE UNDEFEATED (now Andscape) is ESPN's premiere brand for exploring the intersection between sports, race and culture. But until this entertainment marketing campaign for Warner Bros.' *Shaft* reboot, ESPN had never leveraged the Undefeated to create custom content for an advertising client.

We built a space called The Undefeated Lounge, tapped The Undefeated's entertainment contributor Kelley L. Carter, and created a series of videos for social and TV, where the father-son duo from the film (Samuel L. Jackson, Jessie T. Usher) and a father-son duo from the NFL (Steve Jordan, Cam Jordan) sat down with Kelley and explored some cross-generation themes that both pairs could relate to.





WHO ME, A NAME DROPPER?

NAME DROPPING. UGH.

THE PRACTICE OF CASUALLY MENTIONING
THE NAMES OF FAMOUS PEOPLE ONE HAS MET
IN ORDER TO IMPRESS OTHERS.

A SNOBBISH, AND GENERALLY PATHETIC ATTEMPT,
TO BE SEEN AND BE ADMIRE.

SO YEAH. I'M GOING TO DO THAT NOW.

HERE ARE SOME FAMOUS PEOPLE
WHO HAVE APPEARED IN MY CAMPAIGNS.

Jamie Foxx • Ben Affleck • Martin Lawrence • Woody Harrelson • Jack Black • Anthony Hopkins • Jake Gyllenhaal • Benedict Cumberbatch • Bruce Willis • Dave Bautista • Will Ferrell • Jon Favreau • Kumail Nanjiani • Zachary Levi

WHO ME, A NAME DROPPER?

STRATEGIC USE OF FAN-FAV TALENT CAN BE KEY TO CONNECTING WITH AN AUDIENCE. HERE ARE SOME STARS THAT HAVE HELPED MY ENTERTAINMENT MARKETING SHINE (THAT'S A PUN).

HOLLYWOOD'S FINEST



Denzel Washington



Robert Downey Jr.



Dwayne Johnson



Tom Holland



Gal Gadot



Samuel L. Jackson



Chris Hemsworth



Will Smith



Michael B. Jordan



Chris Pratt



Tessa Thompson



Kevin Hart



Keanu Reeves



Chris Evans



Emma Stone



Arnold Schwarzenegger



Mark Wahlberg



Jason Momoa

POP CULTURE ICONS



Snoop Dogg



DJ Khaled



San Diego Chicken



Optimus Prime



Bumblebee



Chewbacca, C-3PO & R2-D2

SUPERSTAR ATHLETES



LeBron James



Steph Curry



Magic Johnson



Rob Gronkowski



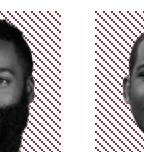
Aaron Rodgers



Conor McGregor



James Harden



Chris Paul

Cool Story

Excelsior! Mr. Marvel, Stan Lee, to the Set

On Day 1 of shooting my 2017 NBA Finals campaign for Sony's "Spider-Man: Homecoming," we were all hyped up because Spider-Man creator Stan Lee himself had agreed to shoot a cameo in our campaign. Just like he made cameos in every Marvel movie. Walking from base camp over to the set in downtown LA, I stopped at a crosswalk and waited for the light to change. There, I noticed a guy in a modest green sweater approaching. It was Stan Lee. Afraid he'd get mobbed the second bystanders recognized him, I hurried over and offered to escort Mr. Lee to set. On our walk, I told a bad joke, asking Stan Lee if he needed ME to help HIM prep for his cameo by giving him a rundown on the origin of the Spider-Man character. Without taking a beat, Mr. Lee let out a huge laugh and replied, "I think I know that guy!" ("I think I know that guy" was Lee's one line for the cameo we were about to shoot.) Stan Lee was a legend. He was the ultimate pro. And he graciously laughed at my bad joke.



WATCH HERE





ORIGINAL
SCRIPT

THE GOAT DEBATE

THE FOLLOWING IS A SCRIPT I WROTE
TO AIR AS AN IN-SHOW SKETCH FOR THE 2021 ESPYS,
PROMOTING THE WARNER BROS. FILM
SPACE JAM: A NEW LEGACY.

THE SKETCH WAS ULTIMATELY NOT INCLUDED IN THE SHOW,
BECAUSE MICKEY MOUSE FELT SOME TYPE OF WAY
ABOUT BEING COMPARED TO BUGS BUNNY,
EVEN TONGUE-IN-CHEEK.

(Y'ALL DIDN'T KNOW, MICKEY IS A G LIKE THAT.)

FADE IN.

INT. POKER TABLE - NIGHT

OPEN on MICHAEL JORDAN, at a POKER TABLE, talking to somebody we can't see yet.



MICHAEL

Look, man, glad you could join us for our 25th annual card game. But I'm over the comparisons. Both guys are great. Just leave it at that.

REVEAL it's LEBRON JAMES at the opposite end of the table.



LEBRON

Mike, it's a legit debate, tho.

MICHAEL
Is it, now?

LEBRON
Yeah. The people wanna know...

MICHAEL
(rolling his eyes)
We really going there?

LEBRON
"Who's the Greatest..."

MICHAEL
Don't say it.

LEBRON
"...of All Time..."

Michael shakes his head in frustration.



LEBRON (CONT'D)
"...Bugs, ... or Mickey?"

MICHAEL
Bron, stop it. That's not a debate.
Anybody with any common sense
knows... Mickey's the GOAT.



LEBRON
Mickey?! What about Bugs?

MICHAEL
Mickey's run is undeniable.

LEBRON
C'mon, Mike! Mickey had Donald!

MICHAEL
And Bugs had Daffy. So what?

LEBRON
Yeah, Daffy and that's it!

QUICK CUT TO:



PORKY PIG and ELMER FUDD, also at the card table, offended.

TOGETHER
Hey!!

WILE E. COYOTE silently holds a SIGN that also reads "HEY!!!"

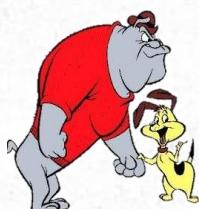


LEBRON
No offense, guys. But don't even try it, Mike. Mickey had Minnie, Donald, Goofy AND Pluto!

MICHAEL
Pffff. "Pluto"?

CUT TO:

CHESTER THE TERRIER, SPIKE THE BULLDOG and MARVIN THE MARTIAN, also at the table.



CHESTER
(fast, to Spike)
Hey, Spike. Pluto counts, right Spike? Whadya say, Spike?

MARVIN
(to Chester)
Pluto is nice this time of year.



CUT TO:

SPIKE LEE, also at the table, in his MARS BLACKMON OUTFIT.



SPIKE LEE
Not nicer than Mars.

CHESTER
(now to Spike Lee)
Yeah, Spike. Anything ya say, Spike.

MICHAEL

Whatever. Having a supporting cast and stars around you doesn't minimize your greatness.

Off screen, we hear the signature ZIP and "BEEP BEEP" of the Roadrunner.

CUT TO:

Wile E. Coyote, now DIZZY with STARS circling above his head and his arm in a CAST, holds up a new sign that reads "???".

LEBRON

Nah, Wile E., not those kinds of stars, and not that kind of cast.



MICHAEL

Doesn't matter. Bugs and Mickey are from different er-uh, studios. So they'd never actually go head to head.

Suddenly, a KNOCK at the door.

TASMANIAN DEVIL, also at the table, yells to the door.



TAZ

(angry gibberish,
subtitled)

"It's open, friend. Do come in."

The door opens, and NBA all-time scoring leader KAREEM ABDUL-JABBAR peeks into the room.

MICHAEL

Sorry, Kareem. Card game too noisy again?



KAREEM

No worries. Although I couldn't help but overhear your conversation about who's the Greatest of All Time...

ELMER (O.S.)

That's some impwessive hearing.

KAREEM

...and I was gonna state my own case.

(MORE)

KAREEM (CONT'D)
 But sounds like this "GOAT debate"
 is clearly just between the two of
 you... (under breath) for some
 reason.

LEBRON
 What was that?

KAREEM
 Oh, nothing. It's fine. Pretend I'm
 not even in the conversation.

MICHAEL
 Make your point, Cap.

KAREEM
 Well, that's the thing. I don't
 have just ONE point. I've got
 several points. (smug) 38,387 to be
 exact. Probably more points than
 anybody else in this room even.

LeBron gives a confused look.

KAREEM (CONT'D)
 But hey, why let all those points
 get in the way of this fine two-man
 argument. Not when Mike has six
 rings. (alters voice) "So does
 Kareem!" (normal voice) 'So does
 Kareem'? That's silly talk. Know
 what? Why am I even here?

Kareem storms out and SLAMS the door behind him.

Awkward silence at the table. GRANNY looks at TWEETY.

TWEETY
 Yowsa.

GRANNY
 Yeah, that got real, real quick..

The debate continues.



MICHAEL
 All I'm sayin', Mickey's work
 speaks for itself. Plus, Mickey's a
 style icon. First, he rocked the
 baggy red shorts, the signature
 shoes...

SPIKE LEE
(Mars Blackmon-ish)
The shoes!

MICHAEL
Then, Mickey hit 'em with a whole
new look. You know, in the movie
when he was the wizard.

LEBRON
Nobody cares about when he was a
wizard.

MICHAEL
(stern)
Watch it, "lowercase 23."

LEBRON
But movies? Hello? Bugs and Space
Jam? Biggest basketball movie of
all-time. And now, Space Jam: A New
Legacy, the long-awaited, more
handsome sequel, hits theaters July
16th.

LeBron breaks the fourth wall and WINKS to camera.

MICHAEL
(cough-talking)
First one's greater.

LEBRON
(defensive)
How's the first one greater when
the second one's not even finished
yet? Like, it's greatness is
literally still being written-

CUT TO:

SYLVESTER THE CAT, also at the table, raises a finger.

SYLVESTER
'scuse me, are you sure we're still
talking about movies?



LEBRON
My bad.

MICHAEL
So, right, let's talk about this
new Space Jam movie...

TWEETY (O.S.)
We better. It's a sponsor.

MICHAEL
...and what a loss to the Goon
Squad would mean for Bugs' legacy.

LEBRON
Aw, here you go..

MICHAEL
(loud)
Whatchu mean, "here I go"?!

LEBRON
(louder)
You can't win EVERY big game!!



MICHAEL
(wearing six rings)
Agree to disagree!!

DAFFY (O.S.)
Fffffellas! Fffffellas!

Out of nowhere, DAFFY DUCK.

DAFFY (CONT'D)
It seems that what we've got here
is two shouting heads, failing to
recognize truth on both sides.
Merely raising their voices and
spewing nonsense at one another.



ESPN First Take's STEPHEN A. SMITH, MAX KELLERMAN and MOLLY QERIM are at the table, alongside the Tasmanian Devil.

TAZ
(hinting at Stephen A)
Rrraglabehgrohewwruruhrrowwl!



MOLLY
(to Taz)
Amen.

FOGHORN LEGHORN, also at the card table.

FOGHORN
Exac-, I say, exactly how many
folks are there at this here card
table?



An EMOTIONAL MUSIC CUE begins, underscoring the gravity of Daffy's speech as he continues.

DAFFY

Pssseriously. Can there really be just one "Greatest of All Time"?

GRANNY (O.S.)

Well, yeah..

FOGHORN (O.S.)

That's the whole argument.

DAFFY

The very question of "Who is the Greatest" falls under a proposition of judgement, where there is a point of stasis deciding who wins or loses. It requires an answer for one versus the other...



Around the table, all eyes are on Daffy. Except YOSEMITE SAM.



YOSEMITE SAM

You lost me, pah-toh.

DAFFY

But true debate, ah yes, true debate aims to progress ideas, and not simply rush to the conclusion that one side is right and the other is wrong.

MARVIN (O.S.)

Preach.

Daffy's words elicit reactions around the table.

DAFFY

Two people, attacking each other, and not engaging in intellecton,...

Tweety's and Sylvester's eyes meet in reconciliation.

DAFFY (CONT'D)

...it creates a situation where neither side wins...

ROAD RUNNER's and Wile E.'s eyes meet in reconciliation. But as the camera tilts down, we see Wile E. has a dinner napkin around his neck and is sharpening a fork and knife.

DAFFY (CONT'D)

...and where there is but one common loser: the dignity of all involved.



LeBron gets choked up. Tears roll down Michael's face.

LEBRON
(floored)
Wow. Daffy's right, Mike. What were
we-



DAFFY
(interrupts)
Just kidding!.

Daffy SMASHES himself over the head with a huge wooden mallet.



DAFFY (CONT'D)
(bounding)
Whoo-hoo! Whoo-hoo! Whoo-hoo!



ELMER
And I'm pwetty sure he pwagia-wized
that entire so-wi-wo-quoy.

Porky Pig leans in to Michael and LeBron, while Daffy continues bouncing erratically and hooting in the background.



PORKY
(stammering)
You know, when you argue with an
ignoram- (stutters), an ignoram-
(stutters), a person who acts
unwisely, (stammers) you're the
fool for pendulat- (stutters), for
pendul- (stutters), for goin' back
an' forth with 'em.

Michael and LeBron nod in agreement.

CUT TO:

"SPACE JAM: A NEW LEGACY" END CARD

PORKY (V.O.)
That's all, folk-, oh hey guys.

BUGS (V.O.)
What's shakin', bacon? You forgot
to say Space Jam: A New Legacy,
starring LeBron James and me, the
Greatest of All Time...

MICKEY (V.O.)
Haha, now wait a minute, Bugs-



BUGS (V.O.)
...in theaters July 16th, Doc.

SMASH CUT TO:

INT. POKER TABLE - NIGHT

DOC RIVERS, sneaking a peak at Yosemite Sam's cards,
immediately straightens up when he hears Bugs say "Doc".

DOC
(startled)
What?



CUT TO BLACK.



A SHOW I CREATED: THE D-TOUR

AS A FOUNDING MEMBER OF AN EXECUTIVE COMMITTEE

AT THE WALT DISNEY COMPANY,

I WAS ASKED TO FIND WAYS TO IMPROVE THE OVERALL

WORK CULTURE AND ENVIRONMENT FOR EMPLOYEES.

I DECIDED TO CREATE AND PRODUCE A SHOW

WHERE EXCITING DISNEY TALENT WOULD COME ON AND TALK ABOUT

THEMSELVES, THEIR JOURNEY, AND THEIR ENTERTAINMENT CONTENT.

ALL EXCLUSIVELY FOR DISNEY EMPLOYEES.

THEN I AGREED TO HOST THE SHOW AND DO THE INTERVIEWS MYSELF.

A SHOW I CREATED:

THE D-TOUR



The D-TOUR

FEATURING CONVERSATIONS WITH

BRIAN C. PRICE
SERIES CREATOR, HOST & PRODUCER, THE D-TOUR; EXECUTIVE DIRECTOR

AND GUESTS INCLUDING
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The D-TOUR

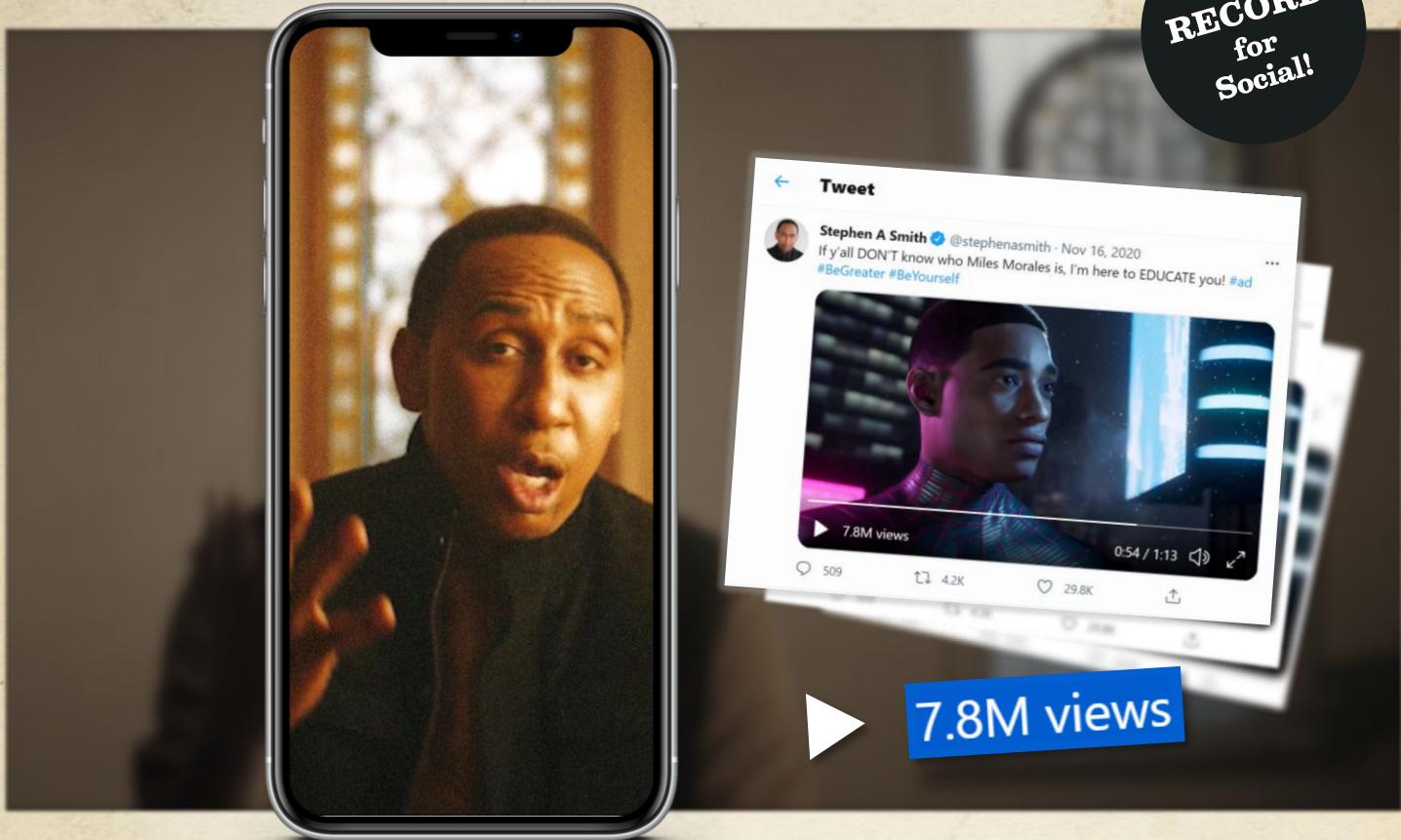
THE D-TOUR was an exciting internal video entertainment series at The Walt Disney Company, **created, produced and hosted by Brian C. Price**. As part of the Disney “ALL EARS” executive committee tasked with identifying workplace culture and environment improvements, Price designed The D-TOUR to give Disney employees a chance to recharge at work, stay inspired, and forge a deeper connection to the Disney brand by enjoying this original series of one-on-one conversations between Price and celebrity talent across the Disney portfolio (ABC, Hulu, ESPN, Disney+, Freeform, FX, National Geographic Channel, Disney Channel). Visiting celebrity guests shared their viewpoints, showcased their talents, answered questions, and even revealed sneak peeks at their upcoming content.

Similar to the experience of seeing your favorite artist up-close in a new way on tour, The D-TOUR was fun, entertaining, inspiring, and left viewers saying, “You won’t believe who I got to see at work today!” And it helped Disney team members rally around and become smarter about the Disney content they represent in the marketplace.

THE RECORD MAKING

& THE RECORD BREAKING

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Breaking the record for most social video views

of any sponsored ESPN custom content social post EVER is no small feat.

But when Brian C. Price and his team at Disney partnered with Stephen A. Smith to create a culturally-relevant custom video for "Spider-Man: Miles Morales,"

oh yes, they did.

Getting over 7.8 million video views in a single post requires an understanding of **social and digital platforms, entertainment, innovation and audience.**

(Because records were meant to be broken, but they don't break themselves.)

Add to the views of this record-breaking post.



WATCH IT **HERE**



READY, SET, GO: BTS PHOTOS

A PICTURE WAS ONCE SAID TO BE WORTH

“A THOUSAND WORDS.”

I DARE YOU TO USE 1,000 WORDS TO CAPTION A PICTURE ON SOCIAL.

IT WILL NOT GO OVER VERY WELL.

THE FOLLOWING PICS DON’T HAVE THOUSAND-WORD CAPTIONS.

THEY’RE JUST PICS WITH VERY FEW WORDS THAT CAPTURE

MOMENTS FROM MY LIFE AT WORK AND ON THE SET.

ENJOY.

BEHIND THE SCENES

PHOTOS



BRIAN C. PRICE: A SET LIFE IN PICTURES

As an entertainment marketing executive, my involvement in the process touches each critical stage, from client outreach and objectives assessment, partnership strategy, idea and creative development and pitch, to full-scale production supervision, cross-property and multiplatform content distribution, campaign metrics measurement and reporting. But there's nothing like the electricity of actually stepping onto a set, diving into production, and executing a TV or digital campaign. Photo dump!



To learn more about Brian C. Price, go to my [Portfolio Website](#).

1 Brian with Sonic the Hedgehog on the Paramount lot 2 Brian creating stuff in his eccentric office at L.A. LIVE 3 Brian with ESPN's Cassidy Hubbart and team member Stef Carter on a miniature set for *Godzilla: King of the Monsters* 4 Brian takes a Captain Obvious selfie during a commercial break at the ESPYS 5 Chewbacca watching D-Wade and wondering why he let go of his own hoop dreams on a shoot for *Solo: A Star Wars Story* 6 Brian armed with coffee in video village on a Draymond Green shoot for YouTube TV 7 Baby Groot getting nervous between takes for a *Guardians of the Galaxy Vol. 2* shoot 8 Brian taking a phone call between shots, and concluding that *Godzilla* really needs to mind his own damn business.

Photo Credits: Me and some other folks.



THE OBLIGATORY RÉSUMÉ

WELP. WE'VE SAVED THE REST FOR LAST.

THE RESUME. OR IS IT RESUMÉ? OR RÉSUMÉ?

ÁNYWÁY, IT'S WHERE I SUMMARIZE
MY WHOLE CAREER IN TWO PAGES — WITH
ONE FONT COLOR, NO IMAGES AND ZERO VIDEOS.

REDUCING ENTIRE DYNAMIC 3- TO 5-YEAR ASSIGNMENTS TO
TWO OR THREE BULLETS.

I LOVE RESUMES ABOUT AS MUCH AS I LOVE COVER LETTERS.

Brian C. Price

Summary

25-year branded content and brand partnerships expert, developing award-winning unscripted branded integrations for the world's most popular consumer brands, several of the all-time top-grossing movie franchises, and the most high-profile TV and film studios and streamers.

Work Experience

Bradelabra, a Branded Content & Creative Storytelling Consultancy

Founder & CEO (2024 – Present)

- Assess brand partner needs, identify critical audience and cultural insights, then develop, package and pitch best-in-class, KPI-driven branded content and creative storytelling solutions
- Create original branded content and branded integration strategies, including short- and long-form storytelling, with a knack for writing, developing and producing content that connects with audiences emotionally to drive response
- Craft and execute Brandelabra's branding, website, media kit, social, and go-to-market strategy, with an eye towards ensuring the company value proposition is compelling and executed with excellence/consistency across all channels

Hartbeat, a Kevin Hart Company

SVP, Head of Branded Content & Creative Strategy (2022 – 2023)

- Designed, staffed and led Hartbeat's in-house branded content studio and creative division, integrating brand partners into custom content across Hartbeat's ecosystem of studio content, media, social and live events
- Created, wrote and produced "Merry Like This", a Sam's Club holiday short film starring Kevin Hart, which ran in 1,700+ theaters, was covered in "Ad Age", and ranked in the 100th percentile for Likeability, Information and Change
- Led creative and production for a DraftKings Super Bowl commercial, reviewed by "Ad Age" and "Adweek"

The Walt Disney Company

Executive Director, Disney CreativeWorks Operations & Strategy (2016 – 2022)

- Managed, coached and evaluated a bicoastal in-house branded content studio team in LA and New York
- Led all Disney Ad Sales verticals in brand partnership revenue, delivering award-winning TV branded integration campaigns across Disney's entertainment ecosystem (ABC, ESPN, Freeform, FX, Nat Geo, Hulu)
- Placed first among all Disney ad sales team members in an org-wide branded content campaign pitch competition
- Recognized 30x for best-in-class branded entertainment campaigns by the Clios, Promax, and Telly Awards
- Set the ESPN record for highest social engagement by a single branded content post (PlayStation)
- Developed a pop-culture moment for Paramount's "Terminator: Dark Fate" that exceeded 66.5 million reach on social

NBCUniversal

Vice President, Creative Partnerships & Innovation (2012 – 2014)

- Led an in-house content studio team in developing, pitching and executing multi-platform branded entertainment concepts, providing scale and reach through NBCU properties (NBC, Bravo, E!, Syfy, Telemundo, USA Network, etc.)
- Doubled the industry norm at boosting film awareness in a branded content campaign for Sony's "The Smurfs 2" across NBCUniversal unscripted properties
- Created the first TV edition of Fandango's "Weekend Ticket" digital series, integrating brand partners

Game Show Network

Executive Director, Brand Integrations (2009 – 2012)

- Achieved double-digit increases in upfront advertising and CPM as a one-person branded integrations division
- Partnered with 100+ brands to secure sales revenue, off-network promotional value, and reduced production costs
- Created GSN's first-ever animated branded content series ("Fish Graders") for brand partner Long John Silver's

MTV Networks

Director, Integrated Marketing & Sponsorship Development (2007 – 2009)

- Supervised a bicoastal team to design and execute branded integration solutions in MTV unscripted series, the MTV Movie Awards, MTV VMAs, Gamers Week, etc. across sponsored video, print, digital, social and experiential media
- Led two entertainment marketing campaigns cited by the company President as models of "MTV's creative use of customized new digital marketing solutions" and "strides in commercial pod-busting"
- Crafted a star-studded Hollywood red carpet launch event for brand client Ubisoft's "Shaun White Snowboarding" video game, which was covered by "Access Hollywood" and other media outlets

Brian C. Price

Work Experience (cont'd)

DIRECTV

Manager, Partnership Marketing Programs & Promotions (2003 – 2006)

- Executed customer acquisition and co-op marketing strategies with film studios, TV networks, and other brands
- As cross-functional lead, maximized the promotional use of all consumer touchpoints in a JetBlue brand partnership that expanded the reach of live DIRECTV service into JetBlue's in-flight entertainment offering
- Oversaw the positioning and successful DIRECTV launches of networks TV One (African-American lifestyle and entertainment), The 101 (DIRECTV's first original entertainment network) and Logo TV (LGBTQ entertainment)

Leadership

- Co-Chair, Association of National Advertisers, West Coast Content Marketing Committee (2019 – 2022)
- Founding Member, Disney Ad Sales Executive Committee (2020 – 2022)
- Council Member, NBCUniversal Marketing Council (2012 – 2014)

Skills

- Proven experience in entertainment (TV and film), product, brand, and retail marketing
- Senior executive team member, experienced at interfacing with senior management and cross-functional internal teams (Finance, Legal, PR/Communications, Publicity, Research, Talent Development, etc.)
- Award-winning campaign development and engaging storytelling for global consumer and entertainment brands
- Strategy and creative division leadership experience, including managing and mentoring bicoastal teams
- Develop long-term department and division strategy, operation plans, process flows, and business practices
- Ideation, sales and production of branded integrations across video, print, digital, social and experiential media
- Oversee integrations from concept and pitch through production, ensuring they meet quality and impact expectations
- Craft innovative brand integrations, pioneering activations, and launch opportunities across company ecosystems
- Best-in-class written and verbal skills for internal communications, internal documents, and external presentations
- Craft and deliver compelling pitch presentations that clearly convey the value and uniqueness of our offerings
- Budget management, fiscal responsibility, and financial decision making
- Direct and proactive communication with clients and talent, fostering strong relationships and outstanding service
- Collaborate with internal/external stakeholders to ensure content is aligned with partner brands' voice and standards
- Work extensively with external vendors and production partners to meet project demands and expectations
- Ability to operate under pressure and manage multiple projects simultaneously in a fast-paced environment
- Strong understanding of the media landscape and digital content trends

Education

MBA, Florida A&M University (GPA 4.0/4.0)

- Concentration: Marketing
- Chairman, FAMU Business Roundtable
- Executive Producer, "Today's Leaders Face Tomorrow's" (on-campus weekly TV series)
- CEO, WSBI (on-campus TV production company)
- Procter & Gamble Corporate Internship (Consumer Packaged Goods, Brand Management)
- Walmart Corporate Internship (Retail, Merchandising)
- Chrysler Corporate Internship (Automotive, Finance)

Note on Employment Gap

- In between my roles at NBCUniversal (ending 2014) and The Walt Disney Company (beginning 2016), I took time off to formally study storytelling and screenwriting, including but not limited to enrollment in the UCLA Writers Extension Program and the renowned Robert McKee Story Seminar.

BRIAN C. PRICE

BRANDED CONTENT & CREATIVE



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Brian C. Price is a branded content and creative specialist, known for **Hartbeat** (2022), **Disney** (2018), **ESPN** (2016), **NBCUniversal** (2012), **Game Show Network** (2009) and **MTV** (2007). He has been married to **Ni Kal Price** since January 2006. They have three children and an Australian Cattle Dog named **Flashback "Flash" Foster-Price**. [See full bio](#) »

Born: Brian Christopher Price
September 9, 1976 in Indianapolis, Indiana, USA

[More at IMBpPro](#) »

Contact Info: [View agent, manager, publicist, legal](#)



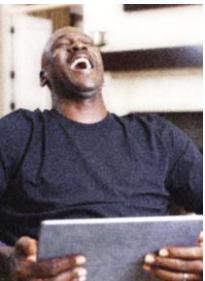
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14 Clios, 9 Promaxes, 7 Tellys. 1 Golden Globes after party. Too many appetizers. [More awards](#) »

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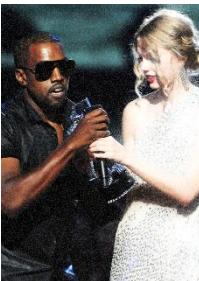
The Walt Disney Company (2018)



ESPN (2016)



NBCUniversal (2012)



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From executive producer Brian C. Price, the Smurfs crash the networks of NBCUniversal to promote their new movie *The Smurfs 2*.

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Go LIVE on IG with the Cast of Brian C. Price's Original Branded Series "Fish Graders"



Kevin Hart's Hartbeat Hires Exec to Lead Branded Content

The newly formed company is a merger of Hart's two production companies, Laugh Out Loud and HartBeat Productions.

BY CAITLIN HUSTON AUGUST 11, 2022 11:22AM



Brian C. Price COURTESY OF HARTBEAT



Listen to this article



Kevin Hart's new venture Hartbeat has added former Disney executive Brian C. Price to its team.

Price will lead PULSE, Hartbeat's branded content and entertainment studio, as senior vice president, head of branded content and creative partnerships. Candisse Williamson, former general counsel at Skybound Entertainment and a vice president at the Madison Square Garden Company, has also joined the company as executive vice president, general counsel.

As head of PULSE, Price will work as a creative consultant for brands such as Sam's Club, Lyft, P&G and Chase Sapphire and create new strategies for other brand partners. Price spent five years at The Walt Disney Company, leading teams on content and marketing solutions, and previously worked as vice president, creative partnerships and innovation at NBCUniversal.

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BUSINESS

Kevin Hart Inks New Multiyear Deal at SiriusXM

Hartbeat is a merger of Kevin Hart's two production companies, Laugh Out Loud and HartBeat Productions. The comedian announced the launch of [the merged company](#) in April, alongside a \$100 million investment from private equity firm Abry Partners.

In addition to the new hires, Heartbeat has promoted Mike Stein, who was formerly head of television at HartBeat Productions, to executive vice president, head of TV and audio, and Monti Sehmi to executive vice president, head of finance and operations.

"As we continue to grow and recruit leaders to help us architect the future of comedic entertainment, these new appointments bring with them a rich and diverse set of experiences, cross-functional expertise, and entrepreneurial drive to help accelerate our efforts," said Hartbeat CEO Thai Randolph. [▼▼▼](#)

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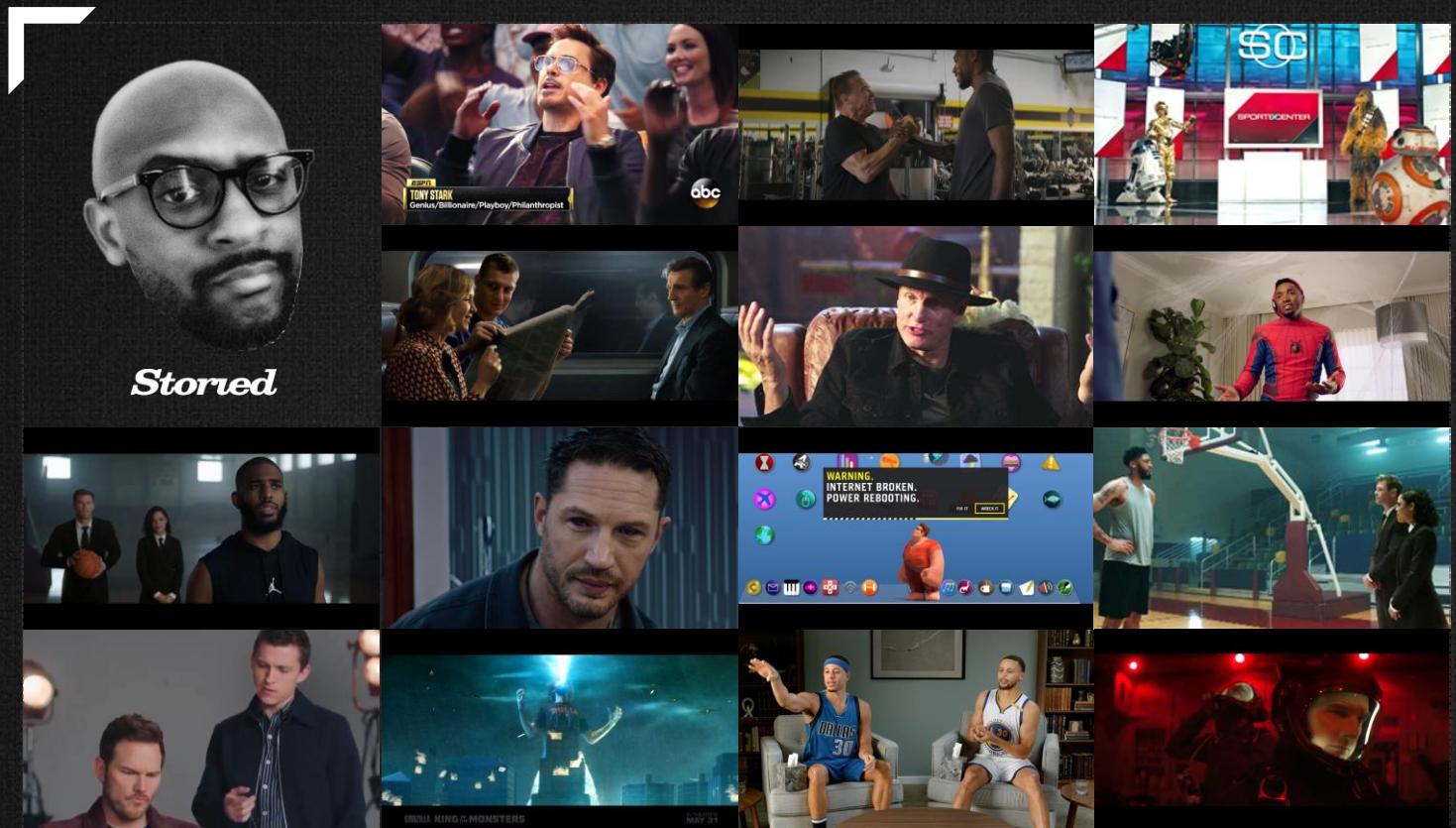
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“ I’m not in it for **the AWARDS**.
 I’m in it for **the SHINY TROPHIES** that come
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