

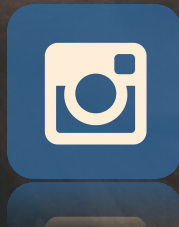
A close-up portrait of George Takei, an older man with grey hair, smiling slightly. The image is dark and serves as a background for the text.

George Takei

Social Brand Amplification

22 Million

Social Media Followers



[Buzzfeed](#) The 50 **Funniest Celebrity** Tweets Of 2011, “George Takei wins.”

[Mashable](#) How George Takei Went From Star Trek to **Social Media Superstar**, 2012

[The Daily Dot](#) Top 10 **Most Influential** People on Facebook, 2012

[Shorty Award](#) **Distinguished** Achievement in Internet Culture, 2013

[Cosmopolitan](#) One of the Internet’s 50 **Most Fascinating** People, 2015

Audience Engagement



People Reached:

- **176M** Monthly
- **12.6M** Daily
- **45M** in U.S.



Video Unit Average:

- **356K** Views
- **1M** Reach
- **16** Seconds Watched



55%



44%



51% U.S.



19M

“As a Starfleet officer, Sulu was dedicated to peaceful exploration. But when it comes to Facebook, he's a conqueror.”

Alex Knapp, via [Forbes](#)

Audience Engagement



Impressions:

- **90M** Monthly
- **3.3M** Daily



Monthly Engagements:

- **1.6M** Link Clicks
- **331K** Retweets
- **1.6K** Likes



47%



53%



70% U.S.



841K Impressions
34K Link Clicks



2.83M

Audience Engagement



Monthly Reach:

- **1.8M** People
- **6.5M** Impressions



Monthly Engagements:

- **288K** Total
- **15.1K** Avg



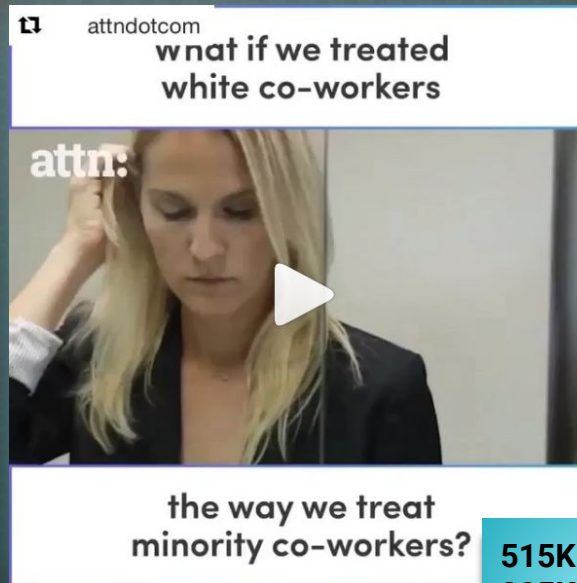
61%



39%



72% U.S.

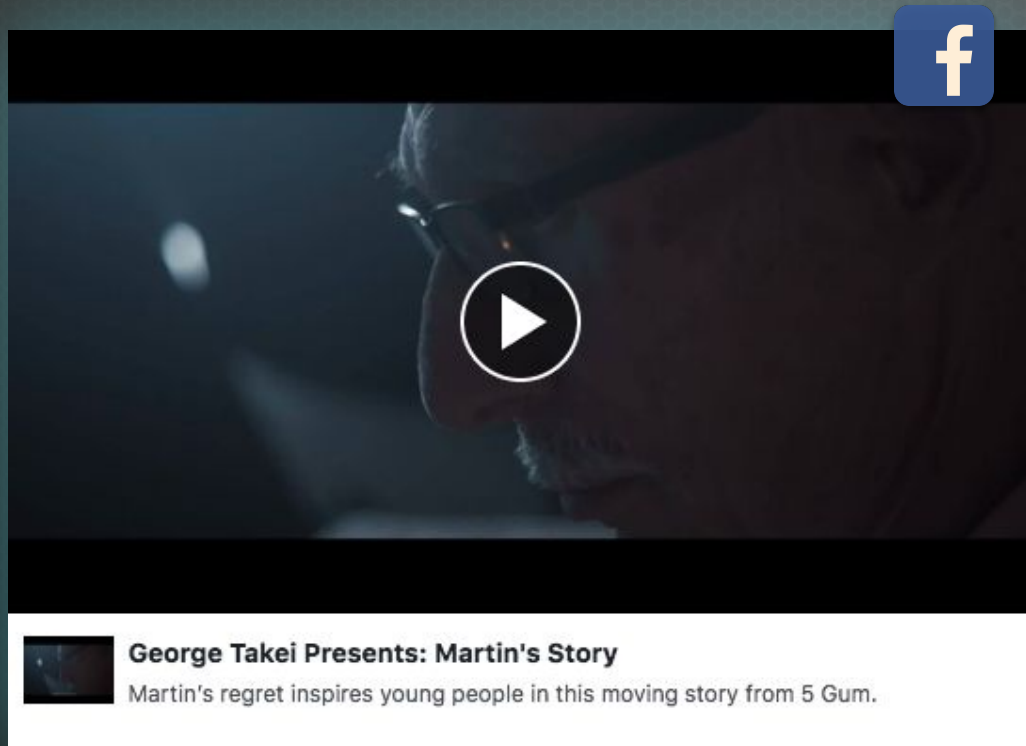


515K Reach
325K Views
22.2K Likes



1.2M

Case Study 5 GUM



190K Video Views

820K Reach

60K 10s Views

2,337 Engagements

Top Audience:
Women, 55-64

Case Study The Cher Show



1M Video Views


3M Reach

350K 10s Views

28K Engagements

Top Audience:
Women, 45-55

Case Study Microsoft HoloLens



Actiongram for HoloLens
Posted by George Takei
514,410 Views

We talked about holograms on Star Trek, but now they're real! The Actiongram team at Microsoft turned me into a hologram, so I can star in your mixed reality videos on HoloLens! Learn more at hololens.com/actiongram #sponsored

6.6K 218 2.5K

514K Video Views
2.1M Reach



George Takei @GeorgeTakei

Oh myyy holograms! Create videos starring ME with #Actiongram on @HoloLens. Learn more: aka.ms/takei #ad

1:04 31.6K views


Actiongram on HoloLens

12:00 PM - 12 Sep 2016

554 Retweets 959 Likes

402K Impressions
31.6K Video Views
7.7K Engagements

Case Study ABC “When We Rise”




A Facebook post thumbnail for a video titled "When We Rise". The video frame shows the title "WHEN WE RISE" in large, bold, white and red letters against a blue background. A play button icon is centered over the text. A Facebook logo is in the top right corner of the post area.

George Takei: When We Rise Starts Tonight

The rights many LGBT couples enjoy in America today can largely be attributed to the Stonewall riots in 1969, when brave men and women stood up and fought for equality. ABC tells the story of the civil rights movement after the riots in their even...

1:10 · Uploaded on 02/27/2017 · View Permalink

328K Video Views
1.1M Reach



A Twitter post from George Takei (@GeorgeTakei) featuring a video thumbnail. The video frame shows George Takei speaking. A play button icon is centered over the image. A Twitter logo is in the top right corner of the post area.

George Takei @GeorgeTakei

Civil rights have come a long way in 50 years. See just how far when ABC begins the event #WhenWeRise tomorrow night at 9/8c. #Ad

0:19 101K views

When We Rise

6:13 PM - 26 Feb 2017

1,433 Retweets 4,478 Likes

342K Impressions
101K Video Views
12.7K Engagements

Capabilities

TIER 1: Bring existing brand assets into compliance with respective platform's branded content policies, e.g.: adding logo(s) and original narrative.

TIER 2: Original production using high-quality licensed and / or curated material from the public domain, incorporating existing brand assets as needed.

TIER 3: Original, full-scale production featuring George Takei.

Appearances are negotiated on a case-by-case basis; standard fee applies.



The Handmaid's Tale



The Cher Show



ABC's When We Rise

A close-up portrait of an elderly man with grey hair, smiling slightly. The image is dimmed and serves as a background for the text.

Thank you for watching.

Contact: blair@the-social-edge.com