



"Celebrity and Influencer Contracts with Foster Garvey," The Startup CPG Podcast

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Contact

Hillary H. Hughes

Hillary Hughes was featured on the Startup CPG Podcast in a compelling conversation with host Daniel Scharff. Together, they explored the legal and business dynamics of influencer and celebrity partnerships in the CPG space.

During the episode, Hillary shared expert insights on structuring celebrity deals, from compensation models like equity, royalties and affiliate marketing, to negotiating exclusivity, managing risk and ensuring real value for brands. She also addressed the key differences between working with influencers versus celebrities, common legal pitfalls and best practices for brands entering these types of partnerships.

This episode offered essential guidance for founders, marketers, and legal teams looking to navigate the complex world of talent endorsements.

Listen to the conversation here: <https://lnkd.in/ecnJQduT>