

TALENT RESOURCES

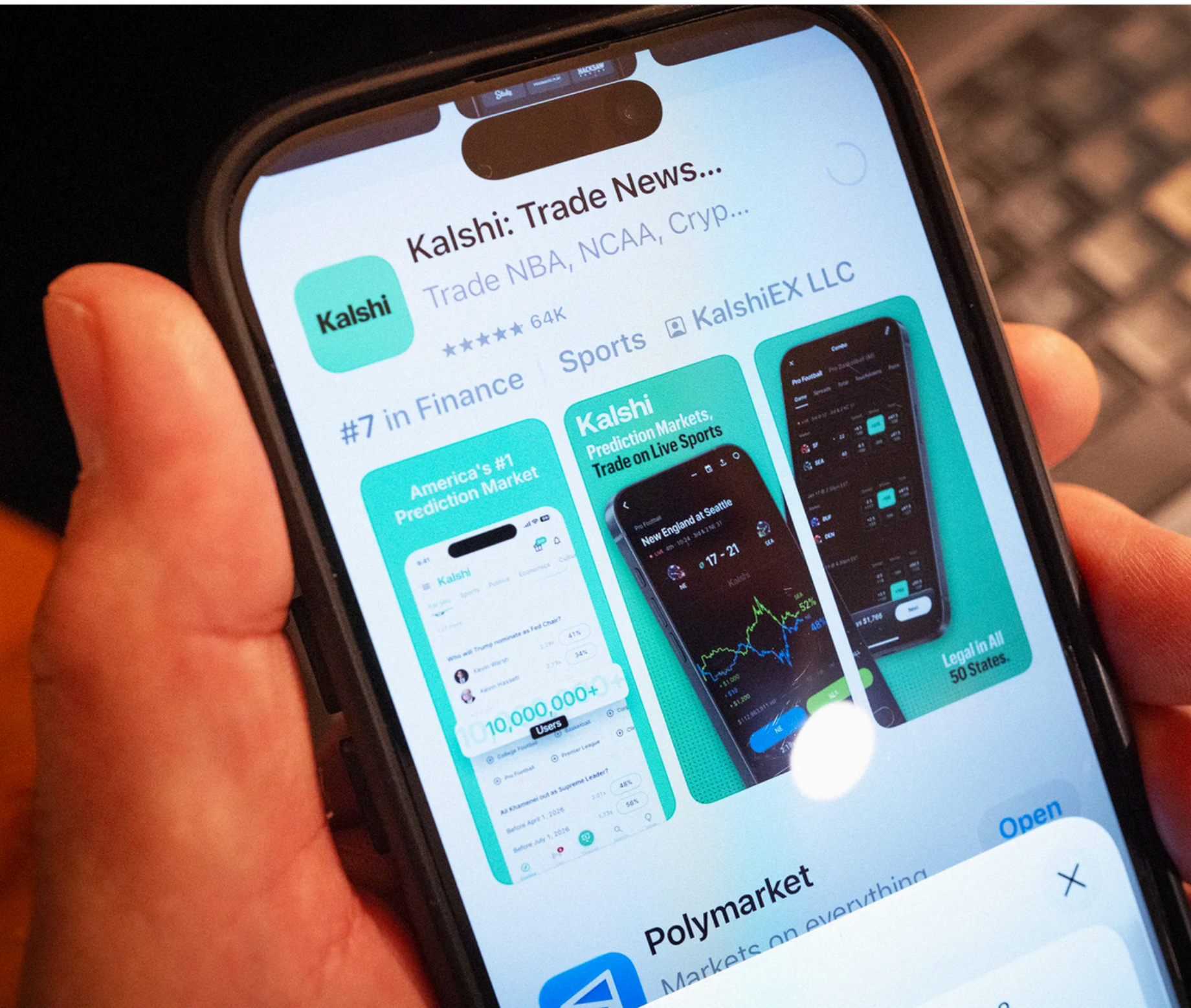
Kalshi

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CASE STUDY



Overview



OVERVIEW

Talent Resources partnered with Kalshi to activate talent-led moments for Super Bowl weekend and the Oscars, delivering social-first activations and red-carpet credibility that drove app downloads and cultural conversation.

STRATEGY

- Select talent who could spark immediate social conversation and translate Kalshi's product utility into momentable, shareable content.
- Combine short-form social activations with red-carpet and editorial moments to reach both mainstream and culturally engaged audiences.

EXECUTION

- A Boogie Wit Da Hoodie and Jordyn Woods promoted Kalshi across social channels with playful, momentable prompts — predicting game winners and which Bad Bunny song would play first — to drive app engagement and UGC.
- Mario Lopez hosted Oscars-focused commentary about contenders and used his family-forward moments to position Kalshi during awards season programming.
- Kevin O'Leary spoke on the Oscar's red carpet, endorsing Kalshi as a genuine user and fan while promoting the app to press and consumers in support of his co-star and nominee, Timothee Chalamet.

IMPACT

- Created culturally resonant, talent-driven moments that seeded earned media, social conversation, and measurable app downloads.
- Turned each moment into a purposefully framed call to action that led consumers from social content to the Kalshi app.

TALENT RESOURCES' ROLE

Talent procurement, negotiation, contracting and payment coordination, creative alignment, day-of execution, and social amplification.

CONTENT

