

Case Study

Celebrity & Influencer Marketing



OVERVIEW

Motorola, a global tech leader, with the help of Talent Resources, recently teamed up with Paris Hilton and Singers/Songwriters Kim Petras and Coco Jones, to help amplify the relaunch of their Razr+ phone.

They aligned perfectly with the campaign's overall goal to #flipthescript and showcase the relaunched design of the hit 2000's version.





**kimpetras** · 38w · Follow

Paid partnership with motorolaus

HELLO MOTO ... the razr+ is my new obsession ! officially entered my flip era with @motorolaus
 #flipthescript #razr

30,426 likes

**ccarter64** 38w

SLAY MAMA

Reply

**janemotion** 38w

Ate and left no crumbs 🍷🍷🍷!!!

3 likes · Reply

**talentresources** · 38w

👏👏👏

Reply

**bonnietayla** 38w

👏👏👏👏👏

Reply

**janemotion** 38w

MOTHER MOTO 🍷🍷🍷🍷🍷

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**kimpetras** · 2d ago

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the new era of individuality is here ! who's ready to #FlipTheScript with the reinvention of the iconic @Motorola US #razr ? the razr+ is here ! mine is viva magenta ... duh 🍷

Paid partnership

🎵 GASLIGHT - INJI

 1569

 52

 55













https://www.tiktok.com/@kimpetras/video/7240517735053...

Copy link

**kim stan**

ate as usual

2d ago · Reply

17

**JP**

I bought a Motorola bc of you btw

15h ago · Reply

6

×



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**kimpetras** · 38m ago

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entering my flip era with @Motorola US 🍷 who's ready to #flipthescript ? 6/1/23

Paid partnership

🎵 original sound - kim petras

 679

 30

 31













https://www.tiktok.com/@kimpetras/video/7239440266778...

Copy link

**Sai0r** 🍷🍷🍷

what's flip era?

2m ago · Reply

0

**william**

HELP THE NOISE-



**parishilton** · Follow

Paid partnership with motorolaus

**parishilton** · Had so much fun sliving in New York with my motorola razr family 🍷❤️ Name a more iconic duo than me and the new hot pink #razr 🍷 #FlipTheScript

1w

**bonnietayla** ❤️❤️❤️

1w · 7 likes · Reply

**micbower** ❤️❤️❤️

1w · 1 like · Reply

**paris2000s** I don't know what's hotter if the pink razr or your gorgeous glossy lips

1w · 72 likes · Reply

— View replies (7)

**danieljacobdali** · That's hot sis 🍷🍷🍷

1w · 17 likes · Reply

— View replies (1)

**ferrhilton** I need you to bedazzle it!!! 🍷🍷

1w · 12 likes · Reply

— View replies (1)

Liked by mattbwaters and others

**cocojones** and **motorolaus**

Paid partnership



 43.8K

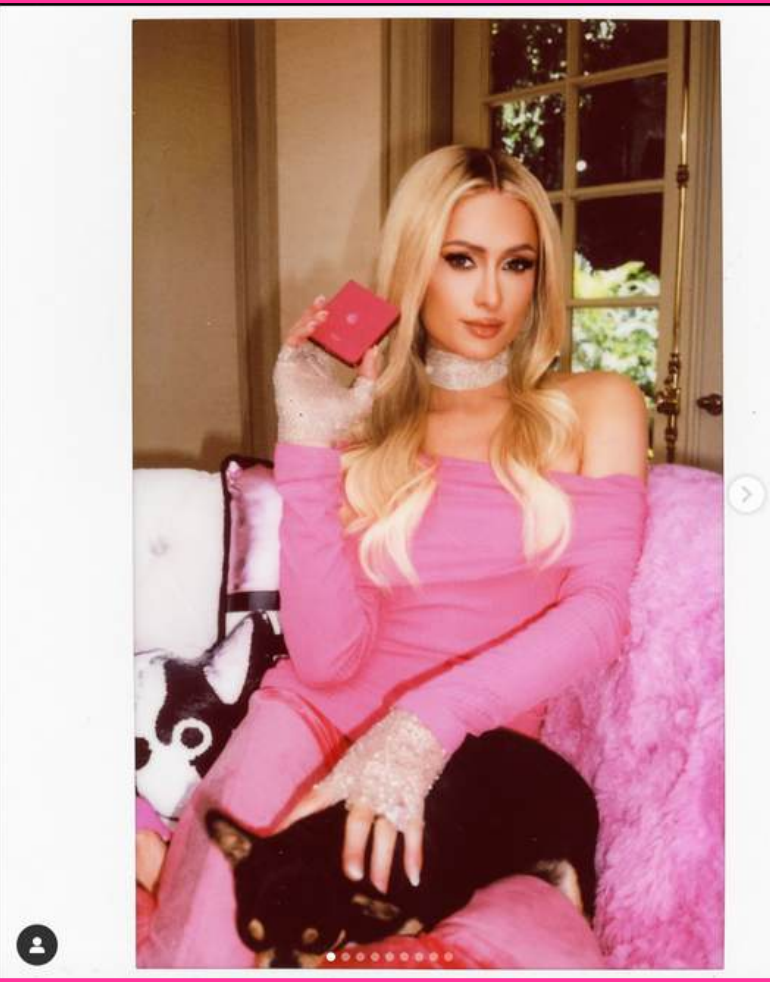
 259

 904



Liked by mattyktalent and others

cocojones The wait is over — the new 2025 motorola



**parishilton** · Follow

...

**parishilton** · Chasin' an ex? That's Hot... Said no one ever. 🍷❤️ Call 1-855-THTS-HOT to cut that toxic ex off for good! 🍷❤️ #Chasin' ft. @MeghanTrainor out Friday! #Infinitelcon

50m

**aqababe** · Queen P ❤️

49m · 56 likes · Reply

— View replies (1)

**paris2000s** streaming this bop 24/7

47m · 10 likes · Reply

— View replies (1)

**mr.jesseford** · Can't wait for the album drop already 🍷🍷🍷

46m · 3 likes · Reply

— View replies (1)

**pammyhilton** Barbie irl 🍷❤️ ilysm sis 🍷

Liked by mattyktalent and others

50 minutes ago



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Reels





**cocojones** · Follow

Paid partnership with motorolaus

Reminiscing on the best night 🍷❤️ it was truly ...