

# Zac Efron

*Turning a new leaf*



Alex Busch

Zac Efron was born October 18, 1987 in San Luis Obispo, California. When he was 11, his piano teacher saw his talent for singing and acting and encouraged him to take theatrical lessons. Those lessons paid off when he guest starred in TV shows like “Firefly”, “ER”, and “The Suite Life of Zach and Cody”. He also was casted in films like, “The Guardian”, “Triple Play”, and “Miracle Run”. What really jump-started Zac’s career was starring in the Disney Channel film “High School Musical.” This film not only hit the hearts of Disney Channel Fans, but audiences everywhere.

The height of Zac’s career came after his role in “High School Musical.” “High School Musical 2” was actually the most watched event in cable history in 2007. He later starred in a Big Screen remake of the film “Hairspray.” He appeared with big name celebrities such as Queen Latifah, John Travolta, and Christopher Walken. After the film he was named on the cover of *Rolling Stone* as “The New American Heartthrob.” To continue his height in the movie making industry, Zac Efron has starred in “17 again”, “Charlie St. Cloud”, and “The Lorax”.

His career turned for the worst when he fell to an alcohol and drug addiction. In recent times Zac has admitted to having problem with cocaine and partying all the time. With the Hollywood scene full of partying, Zac just couldn’t stay away. Along with the addition to cocaine, Zac admits, “I was drinking a lot, way too much.” Since then he has admitted into rehab two times.

Zac has a large audience, which includes kids and teens that look up to him as a role model. The alcohol and drug abuse damages his reputation and could lead to him not getting roles in films that have audiences of a younger age. Zac is “The American Heartthrob,” and we want to keep it that way.

## Objectives

The objective and intention of this PR plan is to gain the trust back of his fan base of kids, teens, and parents. We want to turn Zac into a positive role model like he was in the past. Zac needs to be shown as someone who makes smart decisions rather than falling to the pressures of drugs and alcohol. We want him to be the role model that knows how to say no to partying and still have a successful career.

- Disney Channel Reunion to show he is still the same guy when he made the movies
- Make public announcements on Disney Channel about how to say no and the harmful effects of drugs and alcohol
- Make an appearance of TMZ about how rehab has helped him
- Go on a musical tour with Demi Lovato, who is a good role model
- Lead a camp for kids who are trying to get sober
- Appear in interviews in magazines like "People" and "Us" about his treatment and struggles
- Go on a talk show with Ellen talking about his rehab, camp efforts, and his mission to be a role model
- Do a photo shoot with the image of saying no to alcohol and drugs

## June 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Appear with High School Musical cast	5 Drugs/Alcohol talks on Disney Channel	6 Drugs/Alcohol talks on Disney Channel	7
8	9 Appear on Ellen	10 Interview with People Magazine	11 Interview with Us Magazine	12	13 Appearance on TMZ	14
15 Lead Camp-Sober	16 Lead Camp-Sober	17 Lead Camp-Sober	18 Lead Camp-Sober	19 Lead Camp-Sober	20 Lead Camp-Sober	21 Lead Camp-Sober
22	23	24	25	26	27 Concert with Demi Lovato	28 Concert with Demi Lovato
29 Concert with Demi Lovato	30 Photo shoot					

1. One of the strategies is to have a reunion with the original High School musical cast. This would be very beneficial because his entire audience will see that he is still connected with his past self. This reunion will appear on Disney Channel and will be like a question/answer type event. It will feature Zac, but it will also allow for everyone to see what the stars have been up to since High School Musical. Zac will be able to talk about how he has conquered his addictions and it will be an opportunity to turn things around with his fans.

We will do this by first contacting all of the past celebrities and their agents. We will find a time that will work for most of them. Then we will contact Disney to promote this event. Since High School Musical was such a hit, it will be an easy event to pitch. After the date is set then we can do commercials to promote this big event.

2. Another important strategy would be to get interviews with popular magazines like "People" and "Us." In the interview he can talk about the struggles of being a young star in Hollywood and the pressures of drugs and alcohol. Then he can talk about how rehab has helped him. Along the way he can promote his other events for his drugs/alcohol cause. This would be a great opportunity because the popular magazines can hit a wide fan base and get everyone on his side.

Since everyone is interested in the story, it won't be a problem to set up an interview. We would just need to contact the magazine agencies to meet about an interview contract. Building a contract would be beneficial so we make sure the right information goes out to the people.

3. Finally the last strategy would be to host a photo shoot with a "Just say no to drugs and alcohol" theme. Zac is known as America's heartthrob and everyone would love to see his pictures. His attractiveness would attract women of all ages and would let everyone see that doing drugs and alcohol is a bad choice. During the photo shoot we make him look like a new and improved Zac.

For this event, we would need to find the best photographer. We want Zac to look really good but also promote his new ideas. We would need to get a hairstylist, new clothes, and propaganda against drugs and alcohol. It would be great if we could do this before the magazine interviews so the magazines will also feature his new pictures.