Concentration

For celebrities who don't want to get messy. Just like the old TV gameshow where squares are turned over and contestants have to remember what's where and match them up. Solved puzzle in the background is the name and date of the project to be plugged. Clues are various embarrassing items related to celeb - ugly headshots, bad films, dumb quotes, etc.

1st level = 5x5 numbers; turns over to reveal:

2nd level = headshots, films, quotes to be matched; turns over to reveal:

3rd level (total solve) = announcement of new project being plugged