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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts!

Game of Thrones Brand Partnerships [Infographic]

By Dylan Majerus, August 23, 2019 at 9:49 AM

Brands and the Throne

Since 2011, Game of Thrones has held the reigns as one of the, if not the, most popular show on television. Whether or not you are satisfied or completely in disarray with how the series ended, there is no denying its cultural and cinematic imprint in television history.

Over the years, the rise and popularity for the show has led many brands to want to jump on and ride the wave of Game of Thrones' success. Obviously not by way of product placement, but through licensing extensions and strategic advertising partners. These partnerships serve to garner not only media attention towards Game of Thrones, but awareness towards those brands as well. **In this blog post, Hollywood Branded provides a deeper look and an infographic of the brand partnerships of Game of Thrones.**

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Understanding Blockchain

By Heather Armel, August 22, 2019 at 8:07 AM

Simple And Safe Information Transfers

Most of us might not be able to describe exactly what blockchain is or how it works, but we've definitely heard the buzz about it over the past several years. Blockchain has a variety of use cases and is being used in industries such as voting, real estate, food safety, insurance, and banking- just to name a few. Oh! And our personal favorite use case here at Hollywood Branded - marketing and entertainment.

Recently our CEO sat down with a keen brand strategist who has been integral in bringing the value of the blockchain to top entertainment IP holders. **In this blog, Hollywood Branded gains an understanding of blockchain uses in marketing, with Mimi Slavin from Greenfence Consumer.**

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A Timeline Of Marvel's Top Brand Marketing Partnerships

By Macy McKeegan, August 21, 2019 at 9:00 AM

MCU and Earth: One and the Same

The iconic skyscrapers of New York set the scene. Fans watched on as famous buildings in the Big Apple came crashing down in the massive fight against Loki's ruthless Chitauri army.

In the final battle scene of The Avengers, the Marvel creators made sure that the New York City landscape stayed recognizable to viewers. These heroes may be super, but they still live in the human world.

However, this is also the start of the ten-year long quilt that the Marvel creators will soon weave, linking the human world to the Marvel Cinematic Universe. In this first movie of the twenty three film series, the glistening Stark Tower placed in the New York City skyline serves as Marvel's sewing needle, paving the path for a plethora of brand integrations to come. **In this blog, Hollywood branded presents a timeline of Marvel's top brand marketing partnerships.**

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Anime Takeover: Why Anime Is Advertising's Next Frontier

By Dumisa Moyo, August 20, 2019 at 9:00 AM

Anime Is Lord And Savior

Anime has gone corporate. Or at least, the corporate world is finally beginning to understand the power behind this style of animation. More and more brands are gravitating towards incorporating anime into their branding of advertising campaigns.

At the moment, the country that is capitalizing on this medium the most is (not surprisingly) Japan, the birth place of anime. With a growing demographic of anime appreciators (10-29 years of age is the sweet spot), Japanese animation studios are finding themselves called for work on corporate-owned branded content. **That's why, in this blog, Hollywood Branded discusses how Anime is becoming advertising's next frontier, and what brands need to know about the Anime audience.**

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Why Influencers Aren't Responding To You

By AJ Henry, August 19, 2019 at 8:20 AM

You've Reached Out And Only Hear Crickets

In theory, influencer marketing is a very simple marketing strategy. You find influencers, have them shout out your product or service, and boom! Just like that you've landed brand new sales, customers and brand recognition. Super easy, right? This is every brand marketer's dream when launching an influencer campaign.

But it's not typically that easy. And it usually takes *hours and hours* worth of work to get a campaign to completion. **In this blog, Hollywood Branded explores three reasons why influencers aren't responding to your inquiries for your brand campaign, and how to fix it.**

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And then what? Check out our [Influencer Marketing School](#) which offers courses and certifications for brand and agency marketers on the best practices and strategies to make influencer marketing work.

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