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

Luxury Brands Utilizing Entertainment Partnerships To Enhance Their Business

By Chelsea Collins, November 29, 2019 at 8:00 AM

Luxury Brands Partnering With Hollywood To Drive Sales

We're all accustomed to seeing brands like Dr. Pepper, Doritos, and Burger King partnering with entertainment properties for licensing and co-promotional deals. QSR's (quick service restaurants) and CPG's (consumer product goods) have been staples for distributors and networks to help them reach broad audiences. However, some of you may have noticed that luxury brands are getting in the game as well.

For most, as your age rises, so does your disposable income, making those Gen X'ers and Baby Boomers a prime target for high-end brands. **In this blog, Hollywood Branded looks at how luxury brands utilize entertainment marketing partnerships to enhance their business.**

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How Brands Use Celebrities For Philanthropy

By Greg Smith, November 28, 2019 at 7:30 AM

McConaughey Brings Home The Turkey For Thanksgiving

Partnering with non-profits, philanthropic endeavors and charitable causes is not only a great PR initiative, it's also a great way for celebrities to use their name to give attention and recognition to issues they feel passionate about.

Matthew McConaughey is known for unforgettable performances in comedies, dramas, action films and even rom-coms. But he's also an accomplished philanthropist with a passion for giving back to the community and this holiday season, he wants to help ensure everyone has access to a turkey dinner. **In this blog post, Hollywood Branded examines the celebrity partnership between Matthew McConaughey, Wild Turkey and Operation BBQ.**

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Unexpected Celebrity Endorsements (Part 2)

By Wave Vasiksiri, November 27, 2019 at 10:30 AM

Campaigns That Make You Do A Double Take

Social platforms such as Instagram and Facebook have opened a whole new world of advertising to the many brands that thrive on endorsements. Where as celebrity endorsements was once seen as 'selling out', they are now so common that you can practically find them on any celebrity's feed.

Even though we see celebrity endorsements on a daily basis, some advertisers might think that they are becoming less effective. As a result, some brands are trying to stand out by pairing with surprising celebrities. **In this blog, takes a look at a few of our favorite unexpected celebrity endorsements that made a big impact on the brands they endorsed.**

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Product Placement Versus Brand Integration Explained

By Stacy Jones, November 26, 2019 at 5:00 AM

A Common Misconception

Believe it or not, though you may think that product placement and brand integration are interchangeable terms, there is a difference. A big difference when it comes to pricing, results on screen, and how your brand can actually market the partnership.

The word "Product Placement" has been used for decades, while "Brand Integration" came into being from media agencies who wanted to differentiate the practice and tie it to media buying. But it's really not quite that simple... **In this blog, Hollywood Branded looks at the two practices of product placement versus brand integration explained, side by side, to provide you with in-depth understanding.**

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How British Product Placement Law Is Different

By Stacy Jones, November 25, 2019 at 10:08 AM

Comparing British and American TV Regulation

Not all countries are the same with regard to their rules about product placement. For years product placements have been integrated in American film and television, with many audiences viewing them as a fundamental component of the show. We all remember such mega brand presence as Reese's Pieces in E.T., or Pizza Hut in Wayne's World and Starbucks in Austin Powers.

But it surprises many TV viewers to find out that there is no standard to product placement laws, and in certain countries the product placement laws can be so strict that certain products and product types are completely banned from film and television altogether! **In this blog, Hollywood Branded shares insight on how British Product Placement law is different than that of the US, and many other countries.**

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