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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts! And if you are interested in hearing our CEO, Stacy Jones, speak on best practices for influencer marketing and how to better leverage pop culture - sign up for this free virtual summit running 12/9-12/11. While the summit is themed for travel - the content will be relevant to all brand marketers. Check out the speaker line-up and register at

<https://breaktheicemedia.com/podcast/summit/>

The Differences Between UK and US Product Placement

By Stacy Jones, December 6, 2019 at 10:03 AM

The Growth Of A Non Traditional Advertising Practice

I was recently interviewed by the British publication The Grocer, by writer Megan Tatum to share my insights on how US and UK approach product placement differently. The article she wrote is absolutely insightful and fantastic - but gated with a required subscription, with access at [What Does The Future Look Like For Product Placement](#).

Much of this difference is actually driven by legal restrictions, where European laws have a more limited allowance for advertising without alerting consumers to the appearance of product placement in content. **In this blog, Hollywood Branded shares insights on the differences between US and UK product placement, and how we see this marketing practice growing.**

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Pitching Your Podcast To Get Guests

By Heather Armel, December 5, 2019 at 2:45 AM

A Path To Podcast Success

Over the past decade, podcast listenership has skyrocketed. The majority of people in the United States actively listen to podcasts, and a maybe have even been a guest or know someone who hosts their own. Although most podcasts are started with enthusiasm, why is it that so many expire after only a few episodes? With a little guidance from experts, you can help keep up the momentum behind your own.

Recently, our CEO sat down with a booking agent who knows the in and outs of podcasting. With almost two decades in media, today's guest has an incredible amount of knowledge worth listening to. **In this blog, Hollywood Branded learns about pitching your podcast from the powerhouse publicist behind The Talent Squad, Kelly Glover!**

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Case Study: Cannabis In Hip-Hop [Infographic]

By Joey D'Ambrogi, December 4, 2019 at 6:50 AM

Kandypens Hits Both Vapes, And The Target Market

Music videos are great places to promote products. They rack up tons of views, people see their favorite artists with the brands, and the content is engaging. Kandypens are oil vape pens that have found their way into many hip-hop music videos for a variety of artists.

Placing products that fit well into videos is necessary. The partnerships should be natural, as you want to keep viewers engaged, while making sure the brand is being seen by the right people. There's no question that hip-hop is the perfect place to promote Kandypens. **In this blog, Hollywood Branded shares a case study with examples of how Kandypens have been featured in various music videos.**

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Celebrity Influencers Don't Write Their Own Social Media Posts

By Stacy Jones, December 3, 2019 at 8:15 AM

Did They Actually Like My Pic!?

So you tagged your favorite celebrity on Instagram and THEY LIKED IT! But did they really? Take another look at that. Celebrities are busy jet setting from meeting to meeting and schmoozing with their other famous friends. Or actually working. In fact... there is something many fans and brands don't realize. Most celebrities don't write their own social media posts. That includes those carefully orchestrated fee based brand posts.

In reality, most celebrities outsource to agencies and managers to assist them in what can be a full time job. **In this blog, Hollywood Branded takes a look at celebrity influencers and the heartbreaking reality to some that celebrities don't write their own social media posts.**

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How To #28: 8 Ways Brands Share Product Placement Exposure For Sales

By Stacy Jones, December 2, 2019 at 7:30 AM

The Benefits Of Product Placement Don't End After Airing

Seeing a brand in your favorite television show in an organic product placement is *proven* to affect buyer's decisions and opinions of that brand. In fact, 51% of consumers admit to purchasing product after seeing it in a TV show or movie. That's a tremendous number of people who are influenced to purchase not through traditional advertising - but through the brand being embedded in their favored content.

However, if the brand that is featured just leaves all the work to the subliminal messaging power of product placement, they are missing out on massive untapped potential to increase sales. **In this blog, Hollywood Branded takes a look at 8 ways brands share product placement exposure and provides case study examples on some of our clients' most successful repurposing of their product placements.**

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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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