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Hi there,

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

A Product Placement Christmas Story

By Ian Drummond, December 20, 2019 at 1:39 PM

How Landing Your Brand In A Holiday Film Results In Years Of Positive Exposure

Holiday movies can be big hits or big misses – and sometimes the misses can become even bigger than the hits. Perhaps the greatest and most watched holiday movie ever made – *A Christmas Story* – became a popular Christmas classic years after its initial release in theaters.

The brands featured in *A Christmas Story* are now viewed by hundreds of millions (if not billions of people) each holiday season. **In this blog, Hollywood Branded looks at how *A Christmas Story* demonstrates the potential for limitless exposure for brands who utilize product placement in movies and television as a cost effective marketing strategy – especially in holiday classics.**

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The Art of the AirDrop

By Heather Armel, December 19, 2019 at 8:00 AM

How Technology Can Drive Engagement

With the advance of recent technologies, we have all witnessed new, interactive forms of advertising in the past few years that we couldn't have dreamt about decades ago. Some interactive, groundbreaking campaigns might miss the mark, but there is something special about them when they hit the mark.

Recently, our CEO Stacy Jones sat down with an award-winning creative who continuously pushes the limits of technology. **In this blog, Hollywood Branded shares highlights from our recent podcast episode "The Art of the Airdrop" featuring the Executive Creative Director of Jam3, Adrian Belina!**

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How Apple TV+ Has Created Its Own Marketing Machine

By Henry Lopez, December 18, 2019 at 7:15 AM

Taking Branded Content To A New Level

According to many people all over the globe, traditional TV is becoming a thing of the past. Cord cutters abound. No one wants cable any longer. The race for Streaming Video On Demand (SVOD) has started, with new players like Disney Plus, Apple TV+ and HBO Max joining the tried and true - and very successful, Netflix and Amazon Prime.

With each new service comes new content, often to mixed reviews, as has happened with Apple TV+. While this new SVOD platform gives people another opportunity to enjoy original shows with awesome casts, there is something bigger going on too. **In this blog, Hollywood Branded discusses how Apple TV+ has created its own marketing machine leveraging its streaming content with product placements from their own brand lines, a feat no other marketer can match.**

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The Top 5 Holiday Product Placements

By Stacy Jones, December 17, 2019 at 7:45 AM

It's The Most Wonderful Time Of The Year

The holiday season is a time for family, gift-giving, and cuddling up next to the fire to watch your favorite holiday movie. Because we watch these movies year after year, the brands we see in them become an iconic reminder of the movie - and work as well to keep the brand in the front of our minds as we Christmas shop.

Product placements have actually been a crucial part to some of your favorite holiday classics, whether you noticed or not. In fact, with the best ones, you probably didn't catch it at first. **In this blog, Hollywood Branded looks at the top 5 holiday product placements from our favorite seasonal movies and how they keep consumers coming back to the featured brands year after year.**

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How To #32: 3 Important Steps In Planning Product Placement Strategy

By Stacy Jones, December 16, 2019 at 8:30 AM

To Be On The Big Screen...Or Not

Every brand (and their agency) gets excited when they get that phone call to become a star on that next great TV show or film. Unfortunately, time is of the essence, and if you don't have a product placement strategy plan in place to seize that golden opportunity, your brand will be left in the dust.

While concerns will be valid as to whether or not the production will be a good fit, taking too much time to consider after the fact may cost you – if your response is not immediate, it is likely the production will be calling your competitors, seeking the next yes answer before you have made up your mind. But there are steps you can take to have a strategy plan in place, and be at the ready to know if you even will want to move forward. **In this blog, Hollywood Branded shares three important steps in planning a product placement strategy for your brand.**

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Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | info@hollywoodbranded.com

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