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Hi there,

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

## The Power Of Product Placement Versus Influencer Marketing

By Stacy Jones, November 15, 2019 at 6:45 AM

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### Which Buzz Word Do Marketers Prefer?

I was recently asked by a reporter if influencer marketing or product placement was better. And you know what - I actually do think product placement in general can serve a brand better ultimately, although influencer marketing may be quicker to drive some immediate sales. This is with the realization that our agency also offers influencer marketing programs, and I am a massive advocate and think they are incredibly powerful as well. But different in what they each offer.

So why do I think one is ultimately better than the other? It comes down to overall consumer perception, longevity of being seen, and star power. **In this blog, Hollywood Branded explores the different benefits of Product Placement versus Influencer Marketing, and why one is a more strategic marketing practice.** The answers may surprise you!

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## Understanding Privacy Laws

By Heather Armel, November 14, 2019 at 8:30 AM

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### Is Your Business Compliant?

Now more than ever, consumers are actively looking to ensure their data will be protected with companies they do business with. Business owners have the daunting task of staying on top of data privacy laws, on top of running their business.

Recently, our CEO sat down with an expert who helps business owners identify gaps in their practices, create strong policies and procedures and even trains staff on handling a data breach. **In this blog, Hollywood Branded learns how to understand privacy laws with Jodi Daniels, CEO of Red Clover Advisors.**

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## Campbell's Chunky Soup Mama's Boy Returns

By Ian Drummond, November 13, 2019 at 8:00 AM

### Why NFL Fans Look Beyond Team Loyalty

When a brand chooses a current athlete as their celebrity endorser, great care must be taken to make sure the strategy does not alienate fans of opposing teams. Sports rivalries and loyalties are strong, especially when it comes to NFL fans.

Campbell's Chunky Soup's "Mama's Boy" campaign breaks through the barriers of team allegiance by calling upon a greater commonality of fans and consumers – family. **In this blog, Hollywood Branded looks at how Campbell's Chunky Soup's "Mama's Boy" campaign has leveraged NFL stars as spokespeople in promoting their brand nationally without alienating fans of rival teams.**

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## 6 Ways Hospitality Venues Can Reduce Marketing Expenses

By Luna Drummond, November 11, 2019 at 2:59 PM

### Leveraging Affordable Ways To Advertise

There are two main approaches to paying for marketing expenses as the owner or operator of a hospitality venue. You can outsource the campaign to an agency in one all-inclusive expense or, you could handle your own marketing needs in-house.

Generally, we think it's best to use a mix of these two techniques – generating an initial momentum boost with the help of an agency and at the same time learning to leverage and run your social media and other long-term marketing goals. But once you start paying for the labor, energy, and other resources that are necessary to facilitate the operation of an ongoing marketing effort, you'll inevitably look for ways to reduce costs in this department. **In this blog, Hollywood Branded provides 6 tips to optimize marketing expenditure and reduce expenses as a hospitality venue - including social influencers.**

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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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