

[Request A Call →](#)

Hi there,

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

## Brand Partnerships for Star Wars: The Rise of Skywalker

By Wave Vasiksiri, November 8, 2019 at 9:00 AM

---

### An Astronomical Opportunity For Product Placement

The final battle between the Resistance and the First Order hasn't even started, but the blitz of brand promotions is in full swing. Lucasfilm released the list of brands partnering with the studio for *Star Wars: The Rise of Skywalker* in early October with a barrage of new names that includes Bose, Porsche, and United Airlines - to name a few.

New brands mean opportunities for fresh product placement integrations that fans have yet to see. **In this blog, Hollywood Branded takes a look at the brands that have partnered with *Star Wars: The Rise of Skywalker*, and how they plan to prepare audiences to be transported to a galaxy far, far, away...**

[Read more »](#)

## Becoming An Effective Leader Of A Successful Business

By Heather Armel, November 7, 2019 at 8:30 AM

---

### Taking Small Steps That Align With Big Picture Goals

If you've ever looked for advice as a leader or a business owner, then you know that there is a plethora of strategies and advice available at your fingertips. Seemingly, this is great, but it can also make it hard to decide a plan of action when there is so much to choose from. It's no surprise that many business owners can feel like they are just spinning their wheels and are unsure of what to prioritize.

Recently, our CEO Stacy Jones sat down with a business consultant who helps business owners get the tools they need to navigate uncertainty while remaining aligned with your biggest business goals and initiatives. **In this blog, Hollywood Branded learns how to be an effective leader of a successful business from the advice of Jen McFarland, the CEO of Women Conquer Business.**

[Read more »](#)

## Recent Product Placement Changes And Growth

By Stacy Jones, November 6, 2019 at 6:30 AM

---

### A Great Article You Should Read (Other Than This One!)

I recently was interviewed by the Association of National Advertisers' writer David Ward, where he discusses the benefits of product placement in the article [Product Placement Landing Stronger Marketing Punch](#). You can gain access through a free account on the ANA website - definitely check it out as it is not only very in-depth, but he also interviewed our clients FLIR and Coffee Beanery on their program's successes and why product placement matters to their companies.

One of the topics that I am going to dig into at a greater depth is how product placement has changed. **In this blog, Hollywood Branded provides insight into what some of the biggest changes in product placement have been in recent years, and why they matter, and how this marketing practice is growing.**

[Read more »](#)

## 4 Branding Diversification Tips for Tech Startups

By Luna Drummond, November 5, 2019 at 11:46 AM

### Standing Out From Competition

Building a diversified brand involves creating different ways to represent your company and products in an aesthetically pleasing manner. Most people are aware of the basic branding types that are used in business, including logos, slogans, product packaging, and shop location design.

However, there are actually many other ways to promote brand awareness and establish your company as a widely known authority within its industry. **In this blog, Hollywood Branded provides 4 branding diversification tips for tech startups to allow them to stand out visually and socially revamp business outreach efforts.**

[Read more »](#)

## Mistake #24: Not Having A Public Relations Plan

By Stacy Jones, November 4, 2019 at 9:00 AM

---

### Why We Believe PR Is Important

Entertainment marketing has strong crossover to public relations (PR) campaigns, but remains a niche specialty practice. In many cases, securing a placement, integration, or partnership can only reach its maximum potential if paired with a sound PR strategy. There are countless times when we have activated a campaign and built a PR program to support it.

Why? Well if you have something on screen, you need to start bringing it to as many other places as possible. It brings the campaign to life outside of the confines of what a producer is willing to showcase on air, and it allows the campaign to have a longer shelf life. **In this blog, Hollywood Branded discusses the importance of having a PR plan in place for your brand - either to support other initiatives or as a stand alone plan.**

[Read more »](#)

**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.

ENHANCE YOUR KNOWLEDGE + GET CERTIFIED  
**INFLUENCER MARKETING ONLINE SCHOOL**

ENROLL IN ONLINE CLASSES NOW

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE  
**MARKETING MISTAKES (& HOW TO AVOID THEM) PODCAST**

LISTEN TO OUR PODCAST

Follow Us: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#)

Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | [info@hollywoodbranded.com](mailto:info@hollywoodbranded.com)

You received this email because you are subscribed to Hollywood Branded Blog Subscription from Hollywood Branded. Update your [email preferences](#) to choose the types of emails you receive. [Unsubscribe from all future emails](#)