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Hi there,

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

College Admissions Scandal And Celebrity Impact

By Ian Drummond, October 11, 2019 at 8:49 AM

The Impact Personal Decisions Have On A Celebrity's Brand

Celebrities today are in the spotlight 24-7. It is no longer just about their actions in their roles as famous actors, athletes, or musicians. Digital news and social media have given the fans, as well as the non-fans, round the clock access to all aspects of the lives of the famous.

This is no more evident than today as the parenting decisions of Lori Loughlin and Mossimo Giannulli and that of Felicity Huffman top headline news when it comes to the right and wrong way to parent, and we can see first-hand how the decisions made by these celebs impact their personal brands. **In this blog, Hollywood Branded looks at the College Admissions Scandal and the impact it has had, and will potentially have in the future, on the brands of each of the celebrities involved.**

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Understanding The Intricacies Of Product Placement

By Heather Armel, October 10, 2019 at 9:00 AM

Know Your Brand's Portrayal To Improve It

It's important for brands to be aware of how they are being perceived in media and entertainment. Most brands assume that their perception is exactly what they intend it to be, which is a mistake that's often only caught once it's too late. Attempting to synthesize your brands impressions all in media and entertainment is overwhelming and next to impossible, if you do it alone.

Recently, our CEO had a conversation with someone who's cracked the code by developing an analytical view of brand portrayal, allowing brands to actively track their perceptions rather than passively hope for the best. **In this blog, Hollywood Branded discusses the intricacies of product placement with Dominic Artzrouni, the founder of Concave Brand Tracking.**

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Hiding Likes But Not Results On Social Media

By Greg Smith, October 9, 2019 at 9:45 AM

Social media is indisputably a critical part of our every day life and modern culture. It shapes not only how we interact but how we look at the world. It's not uncommon to see young people out with their friends posing endlessly to get the perfect image or selfie.

This creates a lot of pressure on young people, and is now commonly associated with a rise in depression. Reportedly in response to this issue, social platforms are now slowly rolling out the removal of showing likes and engagements. **In this blog, Hollywood Branded examines the decision to remove likes from Facebook and Instagram and what that means for brands.**

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Reverse Product Placement In Shows And Movies

By Joey D'Ambrogi, October 8, 2019 at 9:15 AM

Flipping The Script

Opposed to putting a known product into a show or movie, reverse product placement brings fictional products to the real world. This enables consumers to purchase products they've already seen in their favorite shows and movies.

Consumers have already witnessed the sensation of the product via the characters they love, however reverse product placement provides an opportunity for consumers to immerse themselves in the experience. **In this blog, Hollywood Branded provides multiple examples of reverse product placement, as well as how it can enhance or launch a product line.**

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How To #23: 4 Steps To Partner For 'Free' With A Movie To Create Unique Ad Content

By Stacy Jones, October 7, 2019 at 9:04 AM

Movie Partnerships Create Major Consumer Engagement

One of the best ways to engage consumers through entertainment is with a quality entertainment partner such as a feature film. And best yet - brands can do this with NO FEE paid to the content owner. The silver screen is a mega example of a large-scale promotion for a brand, so it needs some strategic thought.

These types of strategic content partnerships can extend well beyond the silver screen with the opportunity to leverage TV content, SVOD and even music videos. **In this blog, Hollywood Branded looks at four key steps for brands to better understand and maximize an advertising partnership with a movie partner.**

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Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | info@hollywoodbranded.com

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