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Hi there,

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

Case Study: What Makes Product Placement Work

By Claire Emmert, September 6, 2019 at 9:00 AM

The Challenge Of Measuring Success

When it comes to traditional advertising, measuring the success of a campaign is rather direct: How many people used the promo code? How many people swiped up on the Instagram story? Or how many social media mentions were given after the airing of a new commercial?

With product placement, measuring success becomes more of a challenge since there is no direct way to measure the impact made on viewers. However, two researches took to the web to find some answers. **In this blog, Hollywood Branded dives deeper into new research that uses social media and web traffic to measure the impact of product placement and what makes it work.**

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Being About The Buyer

By Heather Armel, September 5, 2019 at 9:00 AM

Customer Centric Strategies

Selling your product, whether B2B or to a consumer, requires having a thorough understanding of your customer. If sales are lagging, there's a good chance that your focus needs to shift back to the customer, and your company's mission. Change is hard, and sometimes having expert consulting is what you need to to really make a shift in strategy and have lasting results.

Recently, our CEO sat down with a consultant who helps B2B leaders develop marketing and sales strategies to drive growth. **In this blog, Hollywood Branded explores how being about the buyer leads to a competitive advantage with the input of Todd Hockenberry, founder of Top Line Results.**

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Why Consumers May Want Ad Supported Content

By Dumisa Moyo, September 4, 2019 at 9:00 AM

Relationship Status: It's Complicated

No one really likes advertisements. We all tolerate them and they are part of our lives. Yes, there are ads that engage the consumer in creative, funny, and even beautiful ways; but ultimately, consumers would rather not have to sit through a TV show or film that is littered with ad breaks.

Unless, of course, that consumer is faced with increased prices. The truth is that ads aren't always so bad, and with the explosion of SVOD/OTT platforms the competition will build to keep pricing low. But where does this leave ad-less streaming giant Netflix who has prided themselves on steadily increasing their prices without much push back from the public. Do not fret reader. **In this blog, Hollywood Branded shares why consumers may want ad supported content.**

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Hip Hop Artists: A Streetwear Company's Greatest Marketing Tool

By Dylan Majerus, September 3, 2019 at 9:00 AM

If They Wear It, We Buy It

We choose to wear the top lines to feel empowered, important, and most importantly, stylish. Around the globe, hundreds of people line up outside of Supreme storefronts waiting for the latest drop or limited release. The attention these brands receive is astronomical, and hip hop artists can be thanked for contributing to the hype.

Some consumers purchase these brands to be considered a hypebeast--a streetwear fanatic who buys everything and everything that is limitedly available. But a lot of consumers are wearing these streetwear brands because they see celebrities in them, most specifically hip hop's biggest stars. **In this blog, Hollywood Branded discusses how streetwear brands benefit from hip hop artists, and why they prove to be an impactful marketing tool.**

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Is Controversy On TV A Secret Marketing Tool?

By Jesse Seo, September 2, 2019 at 9:00 AM

Social Causes And Their Impact On Your Brand

It's common knowledge that bringing social causes to a TV series can be a useful marketing technique and have an impact on the brand. However, the question remains -

how effective is it? Does this form of social-goodness product placement work?

The answer is a resounding yes. There are numerous cases that support the fact that these types of social awareness focal topics drive conversations and media coverage. **In this blog, Hollywood Branded discusses an example of how social causes can impact TV series storylines and drive massive awareness and exposure.**

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