

[Request A Call →](#)

Hi there,

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

## **Insider Secret That Cost Most Marketers Millions In Lost Opportunity**

By Stacy Jones, September 27, 2019 at 9:00 AM

---

### **The Energizer Bunny That Keeps Going And Going**

Product placement if you do it right is the gift that keeps on giving. What do I mean by if you do it right? Well... let me let you in on a little secret. TV shows and feature films never go away. The content is initially released by the distribution partner, whether that be theatrically, on a broadcast network, a cable station, or nowadays a streaming video on demand platform.

But it doesn't exactly stop there. Rarely is this content just aired one time. And it keeps airing. For decades. And for marketers in the know, who realize the power of not just slotting one-and-done ads around this content, the opportunity to win big is unbelievable. But for those other marketers (you know who you are)... if you don't have a proactive product placement program, you are costing yourself a loss of billions of media impressions. That have a hard cost of pretty much nothing. **In this blog, Hollywood Branded's founder shares a secret about product placement that most marketers miss, resulting in millions of lost media value, and billions of impressions.**

[Read more »](#)

### **Creating PR Opportunities For Your Business**

By Heather Armel, September 26, 2019 at 9:00 AM

---

#### **Real Time Media Monitoring To The Rescue**

It's integral to always be aware of your brand's media exposure, but it's next to impossible when there are so many media outlets and platforms to monitor. But, public relations managers and brands can breathe a sigh of relief because there is a platform that takes care of this for you, and we're about to learn all about it.

Recently, our CEO sat down with a team member who's helped build the world's leading aggregator of real-time television and radio content. **In this blog, Hollywood Branded**

**learns how to create PR opportunities for your business from the expertise of Zack Jenkins, Vice President of Sales and Account Management at the media monitoring service, Critical Mention.**

[Read more »](#)

## Should Instagram Keep Or Fully Remove 'Likes'?

By Henry Lopez, September 25, 2019 at 9:00 AM

### To Keep or Not to Keep?

It is no secret that likes tend to measure popularity, or engagement, on a wide range of platforms. Instagram seems to be the epicenter of the subject. With the intention to improve mental health, Instagram has decided to remove the display of likes from its platform.

They have began experimenting with new concept in seven countries: Canada, Australia, Brazil, Ireland, Italy, Japan and New Zealand. During the course of the experiment, Instagram has gotten mixed feedback about the like-removal. **In this blog, Hollywood Branded discusses the removal of Instagram likes from seven countries and analyzes if removing them will be a global norm for the app.**

[Read more »](#)

## Product Placement in David Lynch Productions

By Greg Smith, September 24, 2019 at 9:00 AM

### Product Placement & Art House Film-making

The neo-noir filmmaker, David Lynch is known for avant-garde work that is haunting, captivating and will stick with you for days (for better or worse.) As his catalog exists in the world of the obscure and cult classics, you wouldn't think of David Lynch as being brand-friendly. In fact, Lynch has gone on the record multiple times and stated that the does not support product placement.

However, in the interviews Lynch is specifically referring to the act of productions receiving financial support in exchange for product placement. But if you look through his work, you'll actually find many examples of product placement. **In this blog, Hollywood Branded examines the role of product placement in the world of David Lynch films.**

[Read more »](#)

## How To #20: Leverage Celebrity Talent At Events

By Stacy Jones, September 23, 2019 at 8:25 AM

### Proper Preparation Leads To Great Brand Exposure

Having a celebrity attend a brand sponsored event is half the battle. Getting assets that will live beyond the event is the long term win. Without an upfront plan in place, tens of thousands of dollars will be wasted, as celebrities won't do anything outside of their contracts after the ink has dried.

In reality, there are a lot of ways to mess up a celebrity endorsement based on little things you just didn't think of. **In this blog, Hollywood Branded has provided an 8 step guide to leverage celebrity talent at your brand's next event for a partnership win-win.**

[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](#)