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Hi there,

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

## 7 Ways Cruise Lines Have Used Pop Culture To Market Themselves

By Paige Brody, April 3, 2020 at 7:15 AM

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### Marketing To Course Direct From Fear

COVID-19 has had a dramatic impact on the travel industry and in particular, has done massive damage to cruise lines. The damage goes well beyond that of the lost bookings and having had to shut down for an extended amount of time. The damage that brand marketers in the cruise industry are going to have to figure out how to recover and rebuild from is from a consumer point of consumer fear that the ships are safe.

There is now a deep rooted psychological fear as stories in the news surrounding the start of the spread of COVID-19 showcased ship after ship becoming hotbeds of contagion and death. For core cruisers, those baby boomers or that even older 75+ demographic, the damage may be too long lasting as fear of getting sick by this, or even the next virus, is not going to go away overnight. But the industry will recover, and it can take lessons from cruise competitors who have created successful past marketing campaigns, and target to a younger less fearful consumer. **In this blog, Hollywood Branded dives into 7 ways cruise lines have used pop culture to market and differentiate themselves using product placement, branded content and celebrities.**

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## Create Deeper Connections By Sharing Your Truth with David Wood

By Greg Smith, April 2, 2020 at 7:00 AM

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### Speaking Your Truth

Effective communication sounds like such an essential tool for operating successfully in both business and just life in general. But what work are we doing to improve this skill and better understand ourselves and others?

Recently, our CEO, Stacy Jones got to sit down with life coach, David Wood to discuss the topic of having tough conversations with others and how best to navigate them. **In this blog post, Hollywood Branded explores the topic of effective communication in tough conversations from the experience and expertise of Life Coach, David Wood.**

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## **To Brands: The Right Entertainment Brand Partnerships Are Better Than Huge Partnerships**

By Huiwen Guo, April 1, 2020 at 6:15 AM

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### **How To Get Customers To Choose Your Brand**

More exposure and broader publicity have always been core to what brands are looking for. And in fact, that's why so many brands want to be in partnerships with celebrities, influencers and popular TV shows.

There is no denying that exposure and publicity have an impact on sales. But here is the thing to know: every brand can find its own pathway to getting attention. **In this blog, Hollywood Branded discusses why huge exposure alone is not necessarily a driving factor for brands to be successful, and what to look for to have the right entertainment brand partnership success with celebrities, events and entertainment properties.**

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## **Political Strategy In Brand Marketing**

By Jazz Mann, March 31, 2020 at 6:45 AM

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### **Dangerous Roads Ahead - Take Curves Cautiously**

The marketing world is listening as more and more millennials and gen-zers are saying they want to purchase from brands who care. Who have a voice. Who take action.

So how does a brand strategically get involved with its target demographics through engagement, and not alienate the rest of the consumer driven market that needs to accept the brand presence? It's tough and requires walking a fine line. **In this blog, Hollywood Branded discusses the benefits and dangers of aligning brand marketing campaigns in a politically charged climate, and shares examples of what has, and has not, worked when creating political strategy in brand marketing.**

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## **Understanding Objectives of Entertainment Marketing To Increase Sales**

By Stacy Jones, March 30, 2020 at 9:04 PM

## Product Placement Campaign Objectives

Our agency conducted a detailed survey exploring the best entertainment marketing strategies used by brands and agencies, and how receptive consumers are to these strategies. One of the survey questions addressed what the primary objectives of brand marketers were for product placement campaigns.

And you know what? Sales is NOT the number one reason why brands use product placement as a marketing and advertising tactic. But it does come in as second. **In this blog, Hollywood Branded shares the top reasons why brands use product placement with film and TV properties.**

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**And then what?** Check out our [Influencer Marketing School](#) which offers courses and certifications for brand agency marketers on the best practices and strategies to make influencers marketing work. Or give us a shout to talk about your next marketing campaign!

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