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Hi there,

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

Top Influencers Who Find Success For Brands During COVID-19

By Chelsea Collins, April 17, 2020 at 7:15 AM

Product Launch Meet Pandemic

With many launches and major initiatives taking a back seat until the world has a bit more of a handle on what's going on, there are a select few who are braving the cold and moving forward with their launches. And what do you know? They're finding success!

The plans aren't fool proof, and they require a lot of the right pieces in play like the right launch messaging, perfect medium, and appropriate product. However, it's important to note that the perfect storm can exist. **In this blog, Hollywood Branded explores how some of the top influencers are continuing to find success with their brands during COVID-19.**

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Reporting the Trends in the World of Streaming Video with Ashley Rodriguez

By Greg Smith, April 16, 2020 at 7:00 AM

Content Swimming Upstream

Streaming content is our world of television and pop culture. This has been the path we've been heading toward for quite a while now, but as we are all stuck at home with Netflix, Hulu, Disney+, Quibi, Apple TV are all here and more platforms are on the way!

Recently, our CEO, Stacy Jones got to sit down with a senior reporter from Business Insider to discuss trends they are seeing in the world of streaming video. **In this blog, Hollywood Branded explores the trends in the world of streaming video content from the expertise of Business Insider's Ashley Rodriguez.**

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4 Product Placement Case Study Sales Success Stories

By Stacy Jones, April 15, 2020 at 6:45 AM

Brands Who Had Sales Trigger From Product Placement

We get asked - practically every day - for examples of product placement that moved the needle. For facts and examples that demonstrate success. And our team has countless case studies at the ready to showcase real world examples.

Product placement and entertainment marketing in television, film and movies can contribute to a substantial sales increase for brands. So much so, that a survey we ran previously showed that 89% of brands currently use product placement as a part of their marketing mix. **In this blog, Hollywood Branded shares four product placement examples in film and how it has impacted each of these brands' sales.**

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Learning From The NBA's Marketing Strategy In China

By Ryan Ge, April 14, 2020 at 7:15 AM

Building A New Audience Abroad

The NBA is one of the top sports league in the USA, but did you know how powerful of a fan base they have built in China? It's insanely big - and the NBA actually offers significant branding opportunities to Chinese brands because of it that earn hundreds of millions of dollars.

And it's not just in China. The NBA has taken massive marketing action to build audiences in countries including Spain and England. **In this blog, Hollywood Branded shares the international marketing strategy and efforts of the NBA, while sharing more detail as to why the sports league is so popular in China.**

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How To #9: 5 Facts For Advertising To Millennials

By Stacy Jones, April 13, 2020 at 7:15 AM

Creating A Targeted Strategy

Millennials have deep pockets and like to spend. Millennials are also still one of the hardest and most elusive market for brand marketers to engage with unless their attention is grabbed in a way they trust and where they spend time - which is through their chosen content mediums.

Millennials are major consumers of content - ranging across SVOD, television, mobile, social media, music to gaming. And that content offers one thing in common - an excellent platform to build a strategic marketing campaign to better target and advertise to

millennials. **In this blog, Hollywood Branded provides a look into best marketing practices to truly engage the millennial consumer.**

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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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