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Hi there,

Our Marketer's Content Playbook virtual summit was a massive success! A big thank you to our 108 speakers for providing such awesome content for our thousands. If you missed the sessions, you can still learn from past sessions as we have our All Access Pass that you can sign up at this [link](#).

Be sure you sign up for our free monthly virtual summit series - the next 4 session event will be on September 23rd. [Sign up here!](#)

Product placement is ramping up, and we are finalizing season long talk show partnerships as well as brand launches right now for the fall season. [Set up a call](#) with us about opportunities you should be aware of.

- Stacy

And now on to our weekly blog recap...

Promoting Diversity in Hollywood With Product Placement

By Allie Duke, August 7, 2020 at 6:15 AM

How Inclusive Marketing Can Benefit Your Brand

Hollywood is changing and diversity is finally making its way into the business more prominently. With diversity issues being brought back to the forefront of politics, it's important for brands to know how to navigate this new marketing climate. Putting out advertising material in the wake of serious political events can cost a company its reputation. To continue to release marketing content while respecting social values, they need to align themselves with the movements and show support.

One of the best ways to do this is to partner with shows and films that have diverse casts and crews. Product placement in television and movies is a great way to reach a wider audience and has proven to be a financial success for many brands. Additionally, promoting diversity on screen is beneficial to a company's reputation and is essential to business success in the United States. But how can brands pull this off successfully if they've never done it before? **In this blog, Hollywood Branded will dive into product placement on screen and how your brand can benefit from partnering with diverse productions.**

[Read more »](#)

Creating Partnerships for Massive Success On Screen with David Norton

By Greg Smith, August 6, 2020 at 8:00 AM

Placing Your Brand in Hollywood

Product placement can be an absolute game changer both for your brand's awareness and ROI. The right exposure in film and television can make your brand top of mind when they make their next purchase. Not only that, increased exposure makes your brand more relevant.

Recently, our CEO Stacy Jones sat down with a colleague in product placement and the two discuss their experience, and share their perspective on what brands need for massive success on screen. **In this blog post, Hollywood Branded learns how to drive your business product placement and the massive success it can bring to your brand.**

[Read more »](#)

Product Placement In Book Is Also An Option

By Paige Brody, August 5, 2020 at 9:31 AM

Where Does Product Placement Occur?

Product placement is an extremely beneficial advertising tactic for brands. It can occur in any type of entertainment including television, film, music videos, video games, and books.

In fact, including product names in books is becoming increasingly popular; there are numerous places an author can just slip in a brand name, creating authentic product placement. This slip takes our view of the character to a whole new level where we are picturing that character wearing or using the product. **In this blog, Hollywood Branded explores the world of product placement in books, and what the opportunities are for your brand.**

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College Greek Life In Social Influencer Marketing

By Hayden Patrick Simpson, August 4, 2020 at 6:45 AM

The Greek Ambassador As An Influencer For Your Brand

Choosing the right social influencer can be tough because their persona has to align precisely with your brand's image and attract a specific target audience. Not are a direct reflection of your brand's reputation. Despite these obstacles, social influencing has become an explosive source for marketing products to larger aud brand images and generating sales.

With so many types of influencers, marketing methods, and content platforms choosing the right influencer for your company's goal becomes a complicated task. untapped source of influencer marketing exists in the rush of college Greek life and may fit strikingly with your brand. **In this blog, Hollywood Branded one possible influencer type, The Greek Ambassador, and categorize their potential function in your brand.**

[Read more »](#)

Jeffree Star x Shane Dawson Beauty Collaboration: Case Study

By Marina Mocerì, August 3, 2020 at 8:52 AM

Beauty Industry Creative Marketing Tactics In Uncharted Territory

Although many industries thrive off the work of influencers, the beauty industry dominates in their creative use of non-conventional marketing tactics. Makeup br themselves by driving the consumers to their products unlike any other, and they do so by utilizing collaborations and brand partnerships. One of the most notab influencer partnerships launched in 2019: the Jeffree Star x Shane Dawson Conspiracy Collection.

It sold out in just less than 30 minutes, selling over [1 million](#) eyeshadow palettes. The internet sensations dominated the industry and broke the internet, literally uncharted approached and created a YouTube documentary series that highlighted the year-long process to create the product. By bridging the gap between Yc production, the brand and influencers were able to soar to new heights in their success. **In this blog, Hollywood Branded discusses the creative and innov strategy that Jeffree Star and Shane Dawson took to revolutionize the beauty industry.**

[Read more »](#)

And then what? Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

Speakers who joined theevent are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing culture partnerships.

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1/11/22, 1:21 AM

Hollywood Branded weekly entertainment marketing blog recap

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