

MARKETING MISTAKES + HOW TO AVOID THEM
PODCAST HOSTED BY STACY JONES

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MARKETER'S CONTENT PLAYBOOK
BY STACY JONES & CHRIS CHEN
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Hi there,

My mother managed to shame my husband and I as we still had not found the time to put out our holiday lights this year on our lawn. Needless to say, we finish Sunday night, but the lights are (finally) up. The good news is we are also typically super slow to take them down - we like giving the neighbors something to talk about. I'm incredibly busy, but this year the holidays just feel different - less celebratory, and if you are like me, you are ready for 2021 to just start already, and put 2020 in the past.

With the advent of vaccines beginning to be given this week, we have so much hope now on the horizon, a stronger glimmer than we've had this year yet, despite that appear to still lie ahead. And it means that brand marketers are in a position to truly start planning for a return to normalcy. And one of those areas of mass brand marketers are positioned to better harness are partnerships with streaming platforms. While Netflix is certainly King of Content, and not all 2020 streaming platforms managed to make it through the year (I'm talking about you, Quibi), the world of streaming is if anything, only growing exponentially. And the good news for mass brand marketers of streaming content available for product placement, storyline integration or strategic promotional partnership is a mecca of brand marketing opportunity.

Warner Bros and Disney both made major announcements this week in regards to their own approach to driving downloads to their streaming platforms. Warner Bros. is now a major player in the film industry and movie theaters alike stand in shock at the idea that every Warner Bros film will be released on HBO Max at the same time as its theatrical distribution for all of 2021. This is a very strategic move to drive sign-ups to the HBO Max platform, and a last ditch effort perhaps to help avoid having the same risk, hundreds of millions - even billions of dollars, on each title in a test to see if monthly subscriptions can make up for the loss of box office. Then Disney on Tuesday unveiled their plans to have 80% of their upcoming titles be streaming-only, a major shift away from theatrical, broadcast and cable. What this means to brands is a new notice of non-traditional marketing opportunities, as our entertainment landscape is evolving, and brands who don't figure it out are going to be missing out on a major engagement opportunity. If you want to chat about how your brand should be approaching streaming - drop me a note.

- Stacy

And now on to our weekly blog recap...

The Success of Celebrity-Founded Brands

By Madison Linville, December 11, 2020 at 6:15 AM

How Celebrity-Founded Brands Gain So Much Success

Everyone should have a hobby or a passion that's separate from their career. Celebrities across many different sectors are increasingly diving into the entrepreneurial world and starting their own businesses as a side hustle. What are these celebrities doing to promote their brands that makes them so successful?

It's all about using more than just your celebrity influence to market your brand. It's important to know how to meet the needs of your target audience and how to align your values into your strategy. **In this blog, Hollywood Branded talks about some of the well-known celebrity-founded brands and the strategies they use to be successful.**

[Read more »](#)

Billie Eilish & Wetzel's Pretzels: The Power of Organic Product Placement

By Samantha Dammeyer, December 9, 2020 at 6:15 AM

Pretzel Positivity

Billie Eilish isn't the only star of her most recent 'Therefore I Am' music video. Wetzel's Pretzels makes an iconic appearance and is used as a prop for Eilish to use as a body shamer. In the music video, Billie exhibits this serious call to action with her bold, nonchalant style and her whimsical and exaggerated use of a Wetzel's Pretzel.

This placement not only connects the brand to one of the most famous popstars in the world, but it adds an entire new edge to how companies can rebrand their image. **Hollywood Branded examines how organic product placement within pop culture, specifically in Billie Eilish's 'Therefore I Am' music video, can be used to update a brand's image in our ever evolving society.**

[Read more »](#)

How Interactions With A Brand Can Turn Into Powerful Campaigns

By Eduardo Tellez, December 8, 2020 at 6:15 AM

Marketing Strategy & Case Studies

As technology changes and grows, so does the wide world of marketing. Marketers are constantly forced to adapt to the ever-changing atmosphere of the tech in amazing innovations in the way in which we market to consumers.

Interaction, technology, social media, and integration are pivotal in building the brand/buyer relationship. Now, more than ever, consumer interaction with techno leading to unique ad campaigns. **In this blog, Hollywood Branded shares insights on marketing strategy moving forward into 2020 and beyond.**

[Read more »](#)

HB Roundup: Music Marketing

By Alexa Mancilla, December 7, 2020 at 6:15 AM

Music Marketing - The Next Big Thing?

While live music may have been put on pause due to the global pandemic, that doesn't mean that the music industry is dead. Music is still being made, and with opportunities for marketers!

From music videos to lyric integrations, marketers have a myriad of opportunities to partner with musicians in their next ventures! Here at Hollywood Branded, ... amazing integrations in the music industry! **In this blog, Hollywood Branded recaps some of our best blogs on music marketing.**

[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 the event 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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