

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

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Hi there,

With the holidays now actually here, productions are quieting down over the next two week to take a very well-earned break, and will be ramping up again just a reminder, the very best time to work with a production is before it starts to film - as that is when both sets and stories are still being built to be brought to life. looking forward to include :

- Showtime's coming-of-age series hit series *The Chi*, where the smallest and simplest of decisions can have life or death consequences for the residents, and character are linked inextricably together,
- the Russo Brother's and Netflix's film *The Grey Man* starring Ryan Gosling and Chris Evans about a European CIA operative-turned-assassin (who of course
- and one of my favorite Netflix series, *Dead To Me* starring Christina Applegate and Linda Cardellini - a dark comedy about a powerful friendship that blossoms around a widowed woman and a free spirit with a shocking secret.

To put on your radar:

- Jennifer Lopez has a new Netflix film, *The Ciphers*, where she plays an FBI agent pulled into a serial killer's case after he leaves complex codes and riddles on his recent murders.
- Tom Hiddleston will be starring in Netflix series *White Storks*, a political thriller (perhaps the next *House of Cards*...) about the paradox of truth in a post-truth world.
- and Dexter! yes Dexter is coming back for a 10 episode limited series starring our favorite serial killer, played by Michael C. Hall!!!!

And to all of our readers, I want to wish you a Happy Hanukkah and a Merry Christmas. If you ever want to brainstorm about how your brand should be approaching culture partnerships - drop me a note.

- Stacy

And now on to our weekly blog recap...

Marketing Case Study: LG and Jimmy Kimmel Live

By Allie Duke, December 18, 2020 at 6:15 AM

Using Late Night Shows To Influence Consumer Purchases

Late night sketch comedy has been responsible for advertising many things, from political messages to new movie releases over the years. In addition, late night TV is often seen as a platform by brands to become part of the conversation and storyline.

If you've ever been interested in understanding how an integration is built, keep reading and we'll provide some insights along the way. **In this blog, Hollywood Branded shares a successful partnership, how it happens, and why late-night talk shows are beneficial to brands.**

[Read more »](#)

How to Get Verified on Instagram

By Joshua Woodbeck, December 16, 2020 at 6:15 AM

Priceless and Valuable

Brands may pay for ad space on social media, but the exclusive symbol for which no brand or individual can pay (in the sense that it must be earned,) is the verified badge. It's the tiny blue checkmark next to your Instagram handle. Make your business stand out from the rest and show your customers you are verified.

If you thought getting verified on Instagram was a hard process, think again! **In this blog, Hollywood Branded shares how to get verified on Instagram and the chances of receiving a verification badge.**

[Read more »](#)

The Women Tell All: Bachelor Nation's Brand Deals

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

Will You Accept This Brand Deal?

The Bachelor franchise is an iconic one – for 18 years, host Chris Harrison has attempted to help men and women find love (via *The Bachelor*, *The Bachelorette*, *The Bachelor Winter Games*, and, most recently, *The Bachelor Presents: Listen to Your Heart*). Every iteration of the Bachelor brings in hundreds of thousands of viewers every season is sure to bring more drama than the next.

While not every contestant will find love on the show, almost every person involved with the show has found at least one successful brand deal after being sent to Hollywood. **Hollywood Branded explores the multitude of brand deals that come out of the Bachelor franchise.**

[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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