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Hi there,

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

The Most Effective Celebrity Endorsements For Super Bowl 2020

By Stacy Jones, February 2, 2020 at 9:38 PM

The Most Expensive Advertising On Air

The big game day came again, and advertisers spent the last six months getting read for their moment in the spotlight: the Super Bowl! Our agency's attention is focused on the high priced commercials and those celebrities that star in them, in what is appropriately deemed the most expensive night on TV. In 2018 brands paid the highest ad price in Super Bowl history at \$5.2 million for a 30-second ad, reaching 103.4 million viewer audience. In 2019 brands eclipsed that figure, and paid \$5.25 million per ad, reaching 98.2 million.

That loss in viewership didn't impact pricing for this year, with those 30 second-ads costing a record breaking \$5.6 million - \$187,000 per second of airtime. That is not the entire price tag to consider, as many brands buy 60 to 120 seconds of air time across single or multiple ads, plus millions of dollars to celebrity endorsers or famous directors, and the cost to production companies to create these most watched ads of the year. **In this blog, Hollywood Branded looks at the 38 brands who incorporated over 65 celebrities and personalities, and the best and worst of the Super Bowl 2020 commercial celebrity endorsements.**

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Bettering Yourself For Your Business

By Heather Armel, January 30, 2020 at 8:47 AM

An Inside Out Strategy

Almost all of us have heard the benefits of mindfulness and meditation, yet only a small percentage of people have daily practices for either of those in place. Whether or not you are where you want to be in business, incorporating mindfulness in your routine can only improve the quality of your life.

Recently, our CEO sat down with someone who has had great success in his marketing consulting business, and recently authored a book with daily meditations to help you improve inside and thus grow your business. **In this blog, Hollywood Branded learns how to bettering yourself has positive effects on your business from the advice of the great John Jantsch, CEO of Duct Tape Marketing!**

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A Great Case Study Of PR Crisis Control: The Grammys 2020

By Stacy Jones, January 29, 2020 at 6:15 AM

Every Company Needs An Emergency Plan

We all have heard about PR crisis control management, and the importance of having plans in place, but we rarely see it in action. On the morning of January 25th, 2020 an event happened with such magnitude, that it could have entirely derailed that evening's Grammys ceremony.

But it didn't. The Recording Academy of Artists already had in place some elements of a plan in case of a major celebrity news driven death, or was able to cobble together a plan that afternoon, to avert complete disaster. That event was the death of Kobe Bryant, a hero and celebrity star among the Los Angeles community attending the event that included music artists, actors, athletes and the major powerhouses behind them. But that wasn't the only issue going on. **In this blog, Hollywood Branded addresses the importance of PR crisis control plans, and shares a phenomenal case study from The Grammys.**

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Comeback Brands of the Decade

By Paige Brody, January 28, 2020 at 6:00 AM

They're Back For More!

Most of us love a good comeback story, and it's no different when it comes to brands! There are tons of brands that have been relevant for the past decade or longer, and even more who never became relevant or only had a brief stint of fame.

But perhaps the most interesting of them all are the ones who were relevant, dropped off, and then returned more powerful than before! **In this blog, Hollywood Branded explores which brands have fallen but had great success building back up in the last 10 years and how they became the comeback brands of the decade!**

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How To #16: Make Your Product Placement Positive For A Home Run

By Stacy Jones, January 27, 2020 at 7:45 AM

They Want Your Brand

The hottest TV show in Hollywood has an opportunity to feature YOUR brand – with a major character! Before jumping up and down with Glee (yes, even that show featured product placement in both a positive and a negative light), the brand manager needs to do a little detective work.

The first step? Know the scene the brand will be featured in and ask for the entire script – or at least the script pages featuring the brand. Key information to find out: Will the brand usage reflect in a positive manner? **In this blog, Hollywood Branded shares what steps to take that help make your product placement a positive experience for sales impact.**

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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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