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Hi there,

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

Hollywood's Branding Power Couples

By Chelsea Collins, February 14, 2020 at 6:45 AM

When Two Is Better Than One

Brands are no strangers to celebrity endorsements. It's a common and often, very successful way to add to your brand's advertising methods. Choosing the right celebrity is crucial, and as more and more celebrities are inviting fans into their homes via reality shows and social media, the celebrity couple is sometimes even more impactful.

Just recently a client of ours looking for a celebrity endorsement partner mentioned how they'd love to find a woman who has a recognizable partner as well in case there are future opportunities to do something with them together. The pairing of the two, and sometimes more if we're including their kids, really makes more engaging and relatable content. **In this blog, Hollywood Branded takes a look at some of the best branding power couples in Hollywood!**

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Build Your Business By Building Your Values

By Heather Armel, February 13, 2020 at 9:07 AM

Do You Know Your Values?

When you ask someone what's important to them, they usually have a few thoughts on the topic, but not everyone will respond with a clear list of well thought out values. Once you establish your values, its integral to exhibit them in the way you run your business. Otherwise, you might always be wondering why things just don't feel aligned in your life.

Recently, our CEO sat down with someone who is an expert at making that conscious alignment, and he helps others do the same. **In this blog, Hollywood Branded learns how identifying your values can help build your business from the expertise of Tullio Siragusa, the Chief Strategy Officer at Nearsoft and host of DojoLIVE!**

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A Look At Hollywood Branded In The Media (Q2 2019)

By Stacy Jones, February 12, 2020 at 6:30 AM

A Quarter Of PR For Our Agency: April, May + June

The second quarter of 2019 was a wild ride for our agency. We went viral around the globe thanks to Starbucks and HBO's Game of Thrones (even though it wasn't Starbucks!) That second quarter I had the pleasure of speaking with 17 media outlets about all things pop culture - besides a coffee cup in an accidental setting. And then having my words from 3 of those GOT interviews be re-published and shared by several hundred more outlets. Not bad and just a little incredible! I owe a very big thanks to several reporters who enjoyed their own virality as well in the process.

The publicity was phenomenal, and helped us in our mission of educating brand marketers on the ins and outs, the overall best practices, and the mistakes to avoid along the way to create awesome pop culture marketing strategies. **In this blog, Hollywood Branded shares top product placement, celebrity and influencer media interviews in Q2 2019 including Business Insider, CNBC, CGTN TV, Footwear Daily and Footwear News, Global Business, MarketWatch, Money, NBC News, WWD, USA Today, and more. Join me in a walk down memory lane...**

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How M&Ms Won With Live TV Ads During The Oscars

By Stacy Jones, February 11, 2020 at 6:45 AM

Creating A Full Campaign That Stood Out

The Oscar's are one of the biggest nights in television, and fall only second to the Super Bowl in many advertiser's eyes. While cheaper by \$3 million than a Super Bowl ad, the "Super Bowl For Women" Oscars advertising packs a mighty punch as each thirty second ad sells for up to \$2.6 million, this year's audience of 23.9 million viewers (the lowest reach in the last two decades - which at one point got as high as 43.7 million.)

The types of brands who advertise within the star studded show widely range from targeting moms (hiya Walmart) to trying to capture the celebrity laden alignment of luxury (hello Rolex). This year one brand did something a little extra creative and strategic to stand out, creating a campaign that ran throughout the entire show. **In this blog, Hollywood Branded looks at how the Oscars created live TV ads with M&Ms and Roseanne, creating engaging advertising campaigns.**

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How To #29: How Much Does Product Placement Cost

By Stacy Jones, February 10, 2020 at 9:46 AM

We're Always Asked- "What Should We Budget?"

The one question our agency can count on to hear at least once a day from a brand inquiry is... *so how much does it cost*. And quite frankly, that's a hard question to give an instant answer to. It is not like there is a schedule out there even similar to a network's media rate card that defines cost A, B or C. And there are so many variables that have to be considered that it makes each brand's inquiry completely unique.

And there is no way to compare apples to oranges as far as content partnerships go - because each is unique in its content creator team, distributor limitations, cast allowances and of course, storyline. But I'm willing to give it a shot! **In this blog, Hollywood Branded shares some generalizations on how much product placement costs - from single one offs to comprehensive programs.**

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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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