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Hi there,

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

The Power Of Brand Partnerships: A Stranger Things Case Study

By Stacy Jones, January 3, 2020 at 6:30 AM

Measuring Success of SVOD Partnerships

For decades, movie studios have leveraged brands to help them offset costs to market their films. But this hasn't been a practice most TV productions have utilized, primarily because of ad sales departments core focus on having money paid directly to the network, versus leveraged in other venues and on other networks and platforms.

The times have changed of late with first HBO partnering with brands to co-promote new seasons of Game of Thrones, and Netflix's embracing of brand partnerships for one of their biggest tentpole SVOD properties - Stranger Things. **In this blog, Hollywood Branded deep dives into the power of brand partnerships by providing insight into the true value of those marketing co-branded promotions and grass roots social conversations in Stranger Things.**

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Case Study: Celebrity And Luxury Brand Collaborations With Greater Meaning

By Danielle Rosenfeld, January 2, 2020 at 9:52 AM

What Pharrell, Beyonce, and Rihanna All Have in Common

We often hear of a collaboration between a fashion brand and a celebrity. Sales are translated into the prestige of owning a rare piece from an extremely limited production run and then blasting photos for bragging rights all across social media platforms.

But what happens when celebrities use this partnership platform for more than just another revenue stream? **In this blog post, Hollywood Branded examines how the power of celebrity can give greater meaning to the world of luxury brands**

through case studies of Pharrell with Chanel, Beyonce and Balmain, and Rihanna with LVMH.

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Top Four Aspects of Productions That Make Them Worthy of Brand Partnerships

By Chelsea Collins, December 31, 2019 at 7:30 AM

You Think Your Film Is Worthy Of a Brand? Let's See!

Brands offer a really cool avenue for productions to either save money or make money. They can donate or loan products and services, saving productions hundreds of thousands, even millions of dollars. Brands can also pay productions money in exchange for branding and messaging to be included into the script, offering films and series extra dollars to do things like license more expensive music and shoot at more extravagant locations.

However, just like not every pair of shoes is worth buying, not every film is worth a brand's time, resources, or money. You think you have a production worthy of brand partnerships?

In this blog, Hollywood Branded explores the top four aspects of productions that make them worthy of brand partnerships.

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How To #13: 10 Ways To Create More Successful Instagram Posts

By Stacy Jones, December 30, 2019 at 10:48 AM

Why Should Brand Marketers Pay Attention To Instagram?

You've heard it a million times. "Social media is constantly changing" and "social media marketing is vital to targeting millennials." Okay, So you have a Twitter, you have a Facebook and those are both important, but it's important to ask yourself- am I using my Instagram account to its fullest potential?

It cannot be understated how instrumental Instagram has become to effective marketing in today's market. **In this blog post, Hollywood Branded takes a look at why Instagram is so effective and provides 10 steps for brand managers to create more successful Instagram posts to promote your brand and improve your marketing strategy.**

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and certifications for brand agency marketers on the best practices and strategies to make influencers marketing work.

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