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Hi there,

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

## **A Look At Hollywood Branded In The Media Talking Product Placement (Q4 2019)**

By Stacy Jones, January 10, 2020 at 6:30 AM

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### **A Year Of PR For Our Agency - Q4**

2019 was a phenomenal year of press for Hollywood Branded, where I had the pleasure of speaking with over 45 media outlets about all things pop culture. As an agency, we (of course) love free publicity. But it is more than that. We love helping educate people on the ins and outs, the overall best practices, and the mistakes to avoid along the way to create awesome pop culture marketing strategies.

That way, whether the brand marketer works with our team, another agency or does it in-house, we are able to help provide some guidance and make sure success is found. Because quite frankly - it's not the easiest marketing strategy to successfully pull off. But we also know leveraging pop culture as a marketing tool is one of the best ways you can differentiate your brand, stand out and ultimately that required mecca - drive sales. **In this blog, Hollywood Branded shares top product placement, celebrity and influencer media interviews in Q4 2019 including The New York Times, CGTN TV, Association of National Advertisers Magazine, Business Insider, and UK's The Grocer. Let's take a walk down memory lane...**

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### **Think Outside the Box**

By Heather Armel, January 9, 2020 at 8:00 AM

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### **Boost Your Chance of Success**

When things don't go as planned, businesses typically do one of two things- change their approach or throw in the towel. Companies who are able to adapt and make the most of change are usually the most successful and highly admired, but it's easier said than done.

Recently, our CEO sat down with someone who owned a real estate investment company during the market crash last decade, and we're excited to share where he is now! **In this**

**blog, Hollywood Branded learns how to think outside the box and adapt to changing times with Jeff Pulvino, co-founder and CEO of Boost Media Group.**

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## Why Hasn't Your Brand Partnered With Netflix Content Yet?

By Stacy Jones, January 8, 2020 at 8:00 AM

### You Are Really Missing Out On Eyeballs Then...

It's time your brand made the leap from thinking broadcast TV is the end-all-be-all. It just isn't, unless you want to shell out massive amounts of ad dollars. The new players on the block that are building up steam - and interest from Madison & Vine, as well as brands around the globe, are the SVOD platforms. Netflix, Amazon, Crackle, Hulu all offer something that many of the networks just can't offer. Massive eyeballs and great content.

Not driven by brands who advertise and who sign off on the content being over the top PC and brand-friendly... these shows are garnering audiences because they do the exact opposite. They don't cater to the advertiser. And that's why brands can win big. **In this blog, Hollywood Branded provides insight into the power of the new streaming TV content, and why your brand needs to embrace Netflix content.**

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## The Untapped Potential of Twitch Influencer Marketing

By Chelsea McCormick, January 6, 2020 at 9:00 AM

### Influencing Beyond Social Platforms

Influencer marketing is all the rage these days as marketers flock to popular social media platforms hoping to partner with content creators who have significant followings to promote their products, often extremely cost effectively. All it takes is a single image feature, and suddenly tens of thousands, or even millions of like-minded people have seen your product.

Well-known platforms like Facebook, Instagram, or YouTube are, of course, the go-tos for influencer marketing. But there are other niche platforms out there with enormous potential often overlooked by those not in the know. **In this blog, Hollywood Branded discusses the untapped potential of influencer marketing in the gaming industry and how Twitch could be more effective than other major platforms.**

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## 5 Fake Brands From TV Shows

By Stacy Jones, January 6, 2020 at 8:30 AM

### Wait, I've Never Heard of That Brand?

Because brands are so present in our everyday lives, movies and TV shows have no choice but to acknowledge their presence. However, not every show is looking to give a shout-out to Pepsi every time a character is drinking a soda, so they create their own brand alternative of Pepsi.

And sometimes these brands seem just so real... that you might go online and google to find out where you can purchase them. And be a little surprised to find out... they only exist on screen, and they are fake-outs. **In this blog, Hollywood Branded shares five fake brands on TV that you won't find in real life.**

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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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