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Hi there,

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

Top Brand Partnerships With James Bond: No Time To Die

By Chelsea Collins, January 17, 2020 at 8:22 AM

Woke Partnerships For A Woke Bond

It's a new decade people, and even James Bond is feeling it! Said to be the "wakest" of all the franchises, *No Time To Die* finds Bond married, drinking nonalcoholic beer, driving a part electric Aston Martin, and wearing corduroy. It is safe to say this is not your father's James Bond, and the film's promotional partnerships reflect that.

While some kept with tradition, there were some that really shook it up! **In this blog, Hollywood Branded takes a look at the top brand partnerships found in James Bond: No Time To Die.**

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Building a Business Dream Team

By Heather Armel, January 16, 2020 at 7:13 AM

...And Have Record Setting Sales!

While it is impossible to be well versed on every topic and strategy that can improve bottom line results, that doesn't mean that those areas can't have a strategic and successful approach. For a lot of business owners, growth is one of those areas that often goes overlooked.

Recently, our CEO sat down with an award-winning entrepreneur who educates, inspires and coaches business teams on growth strategies. **In this blog, Hollywood Branded learns how to build a dream team in your business, from the expertise of Clay Clark, founder of The ThriveTime Show!**

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Targeted Advertising Techniques And Why They Are Effective

By Anya Salmen, January 15, 2020 at 10:22 AM

Ever Felt Like Instagram Was Eavesdropping On You?

If you have an Instagram, Facebook, or Amazon account you might have encountered ads that are alarmingly similar to something you have only mentioned or searched once. At times it seems like a crazy coincidence, but it actually because these websites follow your activity very closely to deliver ads you are more likely to click on.

Targeted advertising has become a topic of controversy as many believe it is a violation of privacy and that it should be illegal for businesses to cyber-stalk them. However, from a theoretical standpoint it could be mutually beneficial to both businesses and consumers. **In this blog, Hollywood Branded delves into targeted advertising techniques and why they are effective.**

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How To #6: Make Affordable Product Placement Magic Happen On Screen

By Stacy Jones, January 13, 2020 at 6:45 AM

Busting The Myth

There is a common misconception that any placement of brands in TV and feature film is paid for – with a lot of dollars. And the media strongly supports this opinion. Article after article have been written to support this myth - but the truth lies outside what you may read.

While this holds true for what is known as brand integration, where money is exchanged to guarantee a specific story line centered on the brand, it is not true for over 90% of what ends up on the small and big screen alike. What then does it take, instead of cash, to forge a strong brand-production bond? **In this blog, Hollywood Branded shares three reasons why brands can win big time on screen, and make affordable product placement magic happen on screen.**

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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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