



Virtual Summit!

THE MARKETER'S CONTENT PLAYBOOK VIRTUAL SUMMIT
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LIVE! ON AUGUST 4TH, 5TH, 6TH 2020

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Hi there,

We are only two weeks away and counting for the kickoff of our upcoming Marketer's Content Playbook virtual summit! One of the three tracks we are offering is specifically geared towards all things pop culture partnerships, and we have some awesome thought leaders joining!

Go ahead and register today [here](#). It's FREE. We made it a no-brainer. But we will be over-capacity if you don't sign up soon, and sessions will get locked out.

Each content playbook session is being led by an expert on the marketing topic presented, to help you make it through these turbulent times of Covid-19, social justice reform and good 'ole politics just around the corner.

- **Gary Moore** is going to share how he has led Dell's product placement initiatives, making them the #1 PC seen in entertainment across film, TV and streaming.
- You can learn how to leverage other people's podcasts to build your brand from **Danielle Desir** of WOC Podcasters.
- **Dominic Artzrouni** from Concave Brand Tracking will be discussing how to measure and determine the valuation of your on screen product placement.
- The director of digital strategy at Cornett, **Jason Falls** will be discussing how brands should be reframing influencer marketing.
- And Verve Search's design team lead **Jazmin Batisti** is going to be sharing how every brand can use games to grab more attention.

And, oh... 100 other experts sharing how YOU can be doing all of this - and more - better too.

So come and join in the fun! We have 3 days chock-full of incredible insights to learn from, that you can start putting in use within your content marketing playbook immediately!

Starting August 4th – 6th we will have these and over **100 other awesome thought leaders** will be **presenting over 50 hours of mind blowing must-know marketing insights** on how to build content, get it seen, and leverage other people and content to help you build your brand. And if you miss a live session, don't worry – every presentation will be available for the next two years with our **All Access Pass** which you can [get at a 60% discount right now](#). Once the event starts, that discount goes away. So, hurry up and sign up. :)

- Stacy

And now on to our weekly blog recap...

MasterClass's Options for Product Placement and Celebrity Partnerships

By Paige Brody, July 17, 2020 at 6:30 AM

What is MasterClass?

Have you ever wanted to learn something new but you did not have the time? Especially in this time of a pandemic, there are no classes are being held anywhere except online. Now, you have an assortment of classes at your fingertips with MasterClass.

This online streaming service uses celebrities and the world's best to teach classes in their craft, and you can learn from the comfort of your own home whenever you have the time. MasterClass delivers a top notch online learning experience that teaches everything from business, to cooking, acting, sports, photography and so much more. **In this blog, Hollywood Branded explores the options that MasterClass delivers as well as how brands can get involved.**

[Read more »](#)

How to Erase Self-Limiting Beliefs with Tanya Romanuk

By Greg Smith, July 16, 2020 at 8:52 AM

Release Your Mind & Beliefs

We often hear the saying, "you are your own worst enemy" but how often do you examine what that really can mean for your business performance? As it turns out, there is a lot more psychological truth to this concept than many of us would believe.

Recently, our CEO Stacy Jones, sat down with a Psych-K coach to discuss how Cognitive Behavioral Therapy, Psych-K facilitation, and mindfulness, can all be used as powerful techniques to erase self-limiting beliefs. **In this blog, Hollywood Branded examines how to Erase Self-Limiting Beliefs with Your Best Self coach, Tanya Romanuk.**

[Read more »](#)

Brand Integration In Video Games: Case Study On Animal Crossing

By Erin Zhang, July 15, 2020 at 6:30 AM

How an Anthropomorphic Simulation Game Can Foster Brand Visibility

Strategic branding within video games has become increasingly relevant, as players turn to virtual worlds in light of the lockdown on our physical one. Brands now have more power in using video games to promote exposure and visibility. Animal Crossing: New Horizons has become the "it" game of the year, and its release could not have come at a better time for players and brands alike.

In the midst of quarantine, there is seemingly nothing better than escaping to virtual worlds. Nintendo capitalized off this universal whim of ours with its release of the newest *Animal Crossing* installment in March of this year. **In this blog, Hollywood Branded examines the ways which brands can capitalize off of games like Animal Crossing through brand integration and product placement to reach their audiences in unprecedented ways.**

[Read more »](#)

Product Placement In Esports: 3 Examples Of Brands Getting It Right

By Kitty Zhao, July 14, 2020 at 6:15 AM

Esports Stars As A More Playable Option For Brand Collaborations

Although the COVID-19 pandemic delivered a significant economic blow to most industries, the video game industry stands out as one of the few fields that suffered a much smaller loss. From the boosting sales of Nintendo's *Animal Crossing* to the continuously growing number of video game players, international stay-at-home orders have turned more and more peoples' attention to the gaming industry.

The growing practice of product placement in video games is one area brands can shine. User engagement is at an all time high, and integration offers smart brands a way to be seamlessly brought into the gamer's screen during play. While it seems like an easy job, the field of esports is still relatively new and there are a lot of things brands might miss and get wrong. **In this blog, Hollywood Branded discusses the rise of esports and three brands who have successfully integrated their branding through product placement to better connect with consumers.**

[Read more »](#)

The Power Of Product Placement Over 40 Years

By Stacy Jones, July 13, 2020 at 8:49 AM

Why Product Placement Marketing Has Become A Must-Do Marketing Strategy

As an entertainment marketing specialist who has worked in this field for well over 2 decades now, I have an insider perspective after daily living and breathing the changes that have happened in entertainment marketing practices over the decades. And there have been massive changes – and also at the same time – no changes at all.

Product Placement isn't new - brands have been part of films since the first black and white movies were shot. What has changes is that product placement is now (finally) truly becoming a mainstay in brands' marketing mixes, with brands leveraging streaming, television, feature film and music videos that has changed. **In this blog Hollywood Branded discusses the evolution of Product Placement, and why this marketing practice is a hidden gem for so many brand categories.**

[Read more »](#)

And then what? Sign up for our [Marketer's Content Playbook](#) virtual summit!

Our speakers are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood, who are giving you the incredible gift of their time, as each and every one of them is speaking to you - for free. Out of their goodness of their hearts. They will be providing phenomenal presentations and conversations to our attendee audience of entrepreneurs, brand and agency marketers, recent graduates and students.

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