

[Request A Call →](#)

Hi there,

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

Our CGTN TV Interview On COVID-19's Impact On Hollywood

By Stacy Jones, March 21, 2020 at 12:10 PM

An Impact That Will Last For Years To Come

In the last week, movie theaters and Broadway have shut down, and TV and film productions have come to a screeching halt. The content that people have typically turned to in order to escape and dive into the land of fantasy is no longer being produced.

I was asked to come to the studio to be interviewed for the CGTN television series *The World Today* by chief anchor Mike Watts to discuss the impact of the coronavirus is having on Hollywood. And it is truly dire. **In this blog, Hollywood Branded shares our recent TV interview with CGTN TV on the COVID-19's impact on movies, and dives in deeper to discuss the current state of Hollywood.**

[Read more »](#)

Who Says TV Series Can't Help In A Pandemic

By Stacy Jones, March 20, 2020 at 7:15 PM

How Medical TV Series Are Helping Real World Hospitals

We often share with prospective clients that the world of entertainment actually NEEDS brands in order to tell better stories. The TV shows and feature films that are in production absolutely benefit from brand partnerships because so often those companies that are providing product through product placement allow that production set to become more real, mimicking everyday life.

From the scenes in grocery stores, to mechanic shops, to kitchens at homes or office buildings, real-world (and branded) products have to either be bought by production, or loaned or gifted by a brand. Prop and set departments have limited budgets to work with and that loan allows the production to actually save the money they would have paid to make the purchase, and to be able to use those funds to buy other things to make that content even better. And that holds true to medical shows as well. In a twist, we are seeing medical shows stepping up and gifting back medical safety gear to the real medical

community. **In this blog, Hollywood Branded shares how some medical TV series are giving their medical props back to hospitals in order to help keep more people safe during this COVID-19 crisis.**

[Read more »](#)

The Importance of Brand Diversity In Film & TV

By Jazz Mann, March 18, 2020 at 7:15 AM

Is Your Brand Pursuing Diversity In Media?

In today's marketing world we've become a patchwork multi-cultural quilt of diverse ethnicities from cultures from all over the world. This can be very difficult for many brands to master how to market and appeal to such a vast array of backgrounds.

While America of today has truly become a massive melting pot - with different languages, skin color, religious backgrounds and even political beliefs, advertising cannot be myopically targeted in broad-strokes, as different ethnic identities require a more customized approach. **In this blog, Hollywood Branded discusses the importance of brand diversity in film and TV, and why your brand needs to ensure marketing and advertising efforts are maximized to include all.**

[Read more »](#)

Coronavirus TV Viewing Impact Shows The Power Of Product Placement For Brands

By Stacy Jones, March 17, 2020 at 7:45 AM

Content Partnerships Abound - And Rebound

When I launched Hollywood Branded 13 years ago, within the first quarter we were faced with a massive challenge: no productions shooting content. All thanks to the Writers Guild of America strike where TV and film just stopped - overnight. And it lasted for 4 very long agonizing months. Fully staffed and not wanting to admit defeat as a new business (or layoff my new team) I kept us moving - having conversations about our clients within the industry, doing research to determine the best upcoming partnerships when the strike was over, and cementing deals that would move forward as soon as productions were back. And developing new revenue streams.

Not a great way to launch your agency, but we weathered the storm. Now again, the coronavirus COVID-19 has not only caused businesses to temporarily shut down or have their teams work remotely, it has also halted production shoots from occurring around the globe. Hundreds of productions have stopped shooting. But there is a light at the end of the tunnel - TV and film content will be back with a vengeance, offering brands the ability to become embedded in their content. That very content that has become favored by countless millions as they passed time watching their TVs for weeks on end. **In this blog, Hollywood Branded discusses the newfound marketing opportunity and strength**

of product placement partnerships this year to new very tuned-in and engaged audiences due to global quarantines.

[Read more »](#)

12 Steps To Get Celebrities To Work With Your Brand

By Stacy Jones, March 16, 2020 at 6:45 AM

Why Working With Celebrities Can Take Some Time

We had a call recently where a brand was absolutely not happy with their last celebrity brand agency partner. Why? Because that individual did not provide enough information on how the actual process of getting a celebrity on board to work with their brand, and the brand was left confused by how they didn't end up with their chosen celebrity as a partner.

And you know what? It is confusing. And it's a common theme we come across in conversations, and just one of the reasons we've spent a lot of time (and money) in building out a core differentiator of our agency to be that of brand education. Because working with celebrities and influencers is confusing. It's just not straightforward. There is no media rate chart that everyone follows, no true science to the partnership deals that occur. Celebrities are trying to make the most money possible, and brands are trying to get the most for their money. **In this blog, Hollywood Branded shares 12 steps to get celebrities to work with your brand, and the reason why it can take so long.**

[Read more »](#)

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!

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE
INFLUENCER MARKETING ONLINE SCHOOL

ENROLL IN ONLINE CLASSES

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE
MARKETING MISTAKES (& HOW TO AVOID THEM) PODCAST

LISTEN TO OUR PODCAST

Follow Us: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#)

Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | info@hollywoodbranded.com

You received this email because you are subscribed to Hollywood Branded Blog Subscription from Hollywood Branded. Update your [email preferences](#) to choose the types of emails you receive. [Unsubscribe from all future emails](#)