

MARKETING MISTAKES + HOW TO AVOID THEM
PODCAST HOSTED BY STACY JONES

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Hi there,

So the answers are in from last week's question...

- #1 "most fun thing to do for the holiday" was... eating turkey, yams, stuffing, cranberries and/or pie! (Truth be told, my turkey is STILL defrosting so T-Day one of these days later this week.)
- #2... sleeping.
- And the #3 was watching lots of football (alas, my poor Cowboys' didn't have such a great day.)

My favorite feedback came from Lorne S., who said this: "*My favorite Holiday activity is sharing. Sharing joy. Sharing love. Sharing food. Sharing what we have..*"

And that brings me to one of my favorite things to do at the Thanksgiving holiday - to give thanks. And this year those thanks go to our incredible team at Hollywood Branded, our awesome clients, all of whom continued to persevere and find ways to be successful in a year when all the odds have been stacked against, well, everyone.

Enjoy your Cyber Monday shopping, and on that note... what's the best thing you scored for Black Friday... or will be nabbing today? Give me a shout - I'm making it happen!

- Stacy

And now on to our weekly blog recap...

The Transition From Podcasts To The Big Screen

By Juliette Roberts, November 27, 2020 at 6:15 AM

The Growth of Podcasts

The rise of podcasts has grown immensely and 2020 is no short of high listener rates because the pandemic has skyrocketed numbers even more. People love podcasts for their go accessibility and in March 2020, it was recorded that [104 million Americans](#) listen to podcasts daily, which is probably even more by now.

On September 24th of this year, Spotify (who, despite being a music streaming platform, have an array of podcasts and boast [21%](#) of all users utilizing the app) and Chernin Entertainment Group announced a multiyear first look partnership, where Chernin Entertainment will be able to choose from the 250 original podcasts or into other forms of media, like film and TV shows. **In this blog, Hollywood Branded will discuss how platforms like Spotify are transitioning to the big screen and examples of some popular podcasts have turned to shows today.**

[Read more »](#)

Hollywood Branded In The Media October 2020

By Alexa Mancilla, November 25, 2020 at 6:15 AM

A Month Of PR For Our Agency

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 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 achieved - 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 get your brand, stand out and ultimately that required mecca - drive sales.

In this blog, Hollywood Branded shares top product placement, media interviews in October 2020 including Marketplace and the Santa Barbara IRL, and a walk down memory lane...

[Read more »](#)

Top Product Placements in Home Alone 1 and 2

By Greg Smith, November 24, 2020 at 6:15 AM

Merry Christmas, Ya Filthy Animal

As the holidays are now upon us, many of us are revisiting some of our favorite holiday films. We would be remiss not to mention two of the most popular holiday films and 2! With the star power of names like Macaulay Culkin, Joe Pesci and Catherine O'Hara (certainly not a big name at the time but now more popular than ever) these films are must watch for every household in December.

One note that bears repeat on the subject of these holiday classics is the product placement in the films and the way it helps tell the story! There are so many brands and of course a classic toy line created just for the film! **In this blog, Hollywood Branded examines the top product placements in the Home Alone 1 and 2. It stood the test of time.**

[Read more »](#)

And then what? Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

Speakers who joined the event are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing and culture partnerships.

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