

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

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Hi there,

With James Bond's *No Time To Die* release date being pushed (again) now to 2021, recently released Tenet is feeling domestic box office woes, Warner Bros. is a whether or not (or just now WHEN) to delay their two box office tent pole films *Wonder Woman 1984* and *Dune*. It looks more and more like we will be as a nation content only through our TV sets and streaming platforms for the near future, and perhaps well into 2021. For marketers who have spent the last now 7 months watching endless streams of content, one thing has certainly become a consistent question we hear on a daily basis: How do I get my brand into all of that content?

And the answer, which as readers of this blog you most certainly know, is product placement and brand integration. In our agency's experience, there is very little that does not have an opportunity for a brand to become part of the set, wardrobe or prop - or even storyline. But not all content can be approached with the idea that you pay your way to become part of the storyline. In fact, many of the most popular TV series, streaming and feature film content prefer to work via old school product placement - not dollars. And that means needing to have really strong relationships with prop masters, set decorators and stylists - like we have done for [Coffee Beanery](#). On top of that, on how much storytelling needs to be part of the scene to best portray a brand, the producers and ad sales divisions at the networks and partnership teams at those networks are the key individuals to work with to build out those more detailed integrations and co-promotional partnerships - like we have done with [Bumble and Riverdale](#). Hollywood Branded has those relationships by the handfuls, and we are always happy to chat and brainstorm about upcoming brand partnership opportunities and Hollywood strategy that gets noticed.

- Stacy

And now on to our weekly blog recap...

## The 4 Keys To Building A Powerful Podcasting Partnership For Brands

By Sierra Schade, October 2, 2020 at 7:38 AM

### How Podcasting Partnerships Are Changing The Game

Over the past few years, podcasts have shifted their placement within the world of entertainment, and they are now competing with mainstream audiences. Whether on Spotify or Apple Music, the message is still the same: podcasting is taking over the world. This medium is allowing for marketers to build close relationships with influencers and brands when done properly.

However, don't be mistaken. With new developments come new rules and an entirely new marketing landscape. **In this blog, Hollywood Branded shares the powerful podcasting partnership for brands.**

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## How to Market in the Hemp and Cannabis Industry with Mike Pachan

By Greg Smith, October 1, 2020 at 8:30 AM

### The Growing Industry of Cannabis & CBD

It's a truly fascinating time for the cannabis and CBD market, which seems to expand and change faster than you can keep up with it. As the legality of such products grows, it poses a lot of challenges for marketing them.

Recently, our CEO Stacy Jones sat down with Mike Pachan, who is the CEO of Mountain Made, a CBD and lifestyle brand in Colorado, as well as the founder of Mountain Made. **Hollywood Branded explores how to market in the hemp and cannabis industry from the expertise of Mountain Made's Mike Pachan.**

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## How Harry Styles Has Utilized Unique Marketing To Grow His Fanbase

By Alexa Mancilla, September 30, 2020 at 6:11 AM

### The Fine Line Within Social Media Marketing

Harry Styles. His name needs no introduction. No matter what you may think about him or his career, Styles deserves some accolades for his marketing tactics. In the music industry, he isn't incredibly active on social media (which, for many, can make or break their career). And yet, Styles consistently sells out stadiums in *minutes*.

While a lot of his fame and fans can be attributed to his success with the boy band, One Direction, that's not to say that his only fans are from prior ventures. Styles has carved himself in his own rite and has done so in a unique way, from a marketing standpoint. **In this blog, Hollywood Branded explores the ways in which Harry Styles has**

successful marketing strategies into his career - even without having a heavy social media presence.

[Read more »](#)

## Beauty Sells: 3 Ways The Internet Is Changing The Beauty Industry

By Tatum Dahl, September 29, 2020 at 7:50 AM

### Influencers Have Reinvented the Beauty Industry

The beauty industry looks nothing like it did a decade ago. Valued at over [530 billion dollars](#), the beauty industry has makeup and cosmetic products of all sorts for something they are expected to do so at increasing speed. If we have anything to thank, it's the internet. From influencer marketing to the onset of celebrity mal world is changing, arguably for the better.

In a world where things are sold online, consumers can hold sellers more accountable than ever. **In this blog, Hollywood Branded discusses how influencer online marketing now defines what we put on our bodies.**

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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 culture partnerships.

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