



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

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MARKETER'S CONTENT PLAYBOOK
BY STACY JONES & STACY JONES

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Hi there,

Usually as we near Halloween the words "They're here..." might bring to mind poltergeists and other scary things... but in this case, those words are a cause for of the productions our team were working on earlier this year for client partnerships have been getting their camera's rollin' again! And when I say again, I also continuing to see the popularity of re-creating favorites from yesteryears.

It makes sense to Hollywood to try to put a new spin on a previous success story - there is more of a safety net built in, and it is why franchise films are so successful. Audiences like familiarity, it feels like cuddling up with a warm fuzzy blanket, and gosh knows this is the year for wanting to do that! One of those nostalgic productions excited about is *Gossip Girl*'s debut on HBO Max, with Kristen Bell reprising her voiceover roll as Gossip Girl herself. Then there is the feature film *He's All That*, starring Rae and Tanner Buchanan, with a gender flip on the male and female roles from the prior film, and told from a teenage girl's point of view. And for those of you who remember with fondness the Scream franchise - as they too are back with Scream 5 shooting now, and starring in roles from before Courtney Cox and David Arquette. Melissa Barrera, and Jenna Ortega. 2021 Halloween will most definitely be featuring THAT mask. And just off the now-completed Matrix 4, let's not forget Keanu Reeves runaway hit John Wick, which is shooting back to back both the 4th and 5th film in the franchise.

Jealous of the brands that are going to be featured within these upcoming hits? Well... don't be. Just reach out and we can chat about storylines and appearances!

- Stacy

And now on to our weekly blog recap...

Brand Trade Partnerships: Influencer Marketing Without Breaking The Bank

By Greg Smith, October 9, 2020 at 5:45 AM

Investing In Influencing That Works For You

As a brand or marketer, you are always asking yourself, "what can I do to help make a difference in our efforts?" Influencer marketing seems so daunting, when you work with powerhouses like Kim Kardashian. But when you think about influencer marketing, there are so many ways it can work for brands of every size.

Despite the preconceived notions you may have about influencer marketing, it's actually a very accessible marketing practice that you should absolutely invest in on a very small budget! **In this blog, Hollywood Branded shares how to approach trade-based influencer marketing for brands, without breaking the bank.**

[Read more »](#)

How to Market Using Artificial Intelligence with J Scott Christianson

By Greg Smith, October 8, 2020 at 8:00 AM

Artificial Intelligence = Real Results

The future of automation and artificial intelligence in commerce is now. But what does that really mean for you and your business? How can you leverage this technology?

Recently, our CEO Stacy Jones sat down with an expert on all things artificial intelligence to discuss how businesses are using it already and where the future of technology lies. **In this blog, Hollywood Branded examines how you can market your brand using artificial intelligence from the expertise of J Scott Christianson.**

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A Deep Dive Into Travis Scott's Multi-Layered Partnership With McDonald's

By Chelsea Collins, October 7, 2020 at 7:18 AM

Travis Scott is the Next... Michael Jordan?

Travis Scott's latest collaboration is shaping up to be a match made in burger paradise. Collaborating on everything from a limited-edition meal option to countless other products is one of the biggest that McDonald's has done recently, a much-needed risk to take in this COVID-landscape. The last time McDonald's partnered with a celebrity was with Michael Jordan back in 1992.

It's a bit of an unlikely collaboration that not all McDonald's higher ups were enthusiastic about, but we're sure they're rethinking their opinions now. Garnering thousands of likes on merch, and reaching that priceless Gen-Z audience, McDonald's took a risk and it paid off. **In this blog, Hollywood Branded digs deep into Travis Scott's relationship with McDonald's.**

partnership with McDonald's.

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How Spotify Is Building A Larger Presence With Podcasts

By Brandon Serna, October 6, 2020 at 6:45 AM

The Reach Of An Audio Streaming Company

Podcasts are gaining a lot of traction and Spotify is securing their spot in the industry. They are pioneers in what an audio streamin accomplish; but if other companies do not offer new ways to develop their podcast community, they may be struggling behind.

This year's deal between Joe Rogan and Spotify, was one of the largest made for an exclusive podcast partnership. This was also a **blog, Hollywood Branded looks at how Spotify is securing themselves in the podcast industry, new ways similar comp their podcast listeners, and why podcasts are important for companies to invest in.**

[Read more »](#)

How To #3: Creating A Product Placement ROI Plan

By Stacy Jones, October 5, 2020 at 8:00 AM

Measure It, Improve It

Brand Integration (aka Product Placement) is a firmly established marketing tactic used by at least 89% of Fortune 100 brands. As with any marketing tactic, suc brand management by the ability to measure the activation.

Many brand managers have concern that Product Placement as a marketing tactic is too difficult to value, yet that is simply not the case, and we're here to help y **this blog, Hollywood Branded shares why having a solid Return on Investment (ROI) plan in place is important for your brand, and shows that re measure than you might think.**

[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 culture partnerships.

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1/11/22, 1:05 AM

Hollywood Branded weekly entertainment marketing blog recap

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