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Hi there,

If you caught the Emmy's last night, you know that everything is still just a little... different on TV still. The red carpet walk, the studio audience, or lack thereof, some of the big events you may love to watch. But here's the thing... all has not ground to a halt, and it is being figured out. TV is continuing, and in countries production is truly starting to flourish again. Even in Los Angeles and New York productions are either shooting or gearing up to shoot right now. Just with more people on set.

There are some bumps in the road, like the film productions that have gotten sidelined after having a principle actor come down with Covid-19 (The Batman and one example), or Giuliana Rancic's absence for the first time in 20 years on the red carpet due to a last minute positive test for The Emmy's. But on the whole, the show must go on, and that means there are a lot of product placement opportunities for fall and winter TV season, plus the crazy amount of streaming content production or about to be. If you want some insight on what some 'right' fits for you may be... shoot me a note, and here's to a great start of your week!

- Stacy

And now on to our weekly blog recap...

## How Pop Music Artists Use Brands In Song Lyrics For Partnerships

By Alexa Mancilla, September 18, 2020 at 7:03 AM

### Brand Name-Dropping In Pop Music

Music is one of the most universal ways for musicians to share their stories with fans; no matter what language a song may be in, people around the world can understand without even needing to know what is being said. Brand name drops in music are some of the easiest ways that brands can get publicity in a way that will reach a large audience. In the time of the pandemic, brands don't even have to pay for the placement.

Musicians including popular brands within their songs is a catchy way to showcase interest in a potentially mutually-beneficial partnership that can last for years if both parties are interested. **In this blog, Hollywood Branded explores how pop music artists name-dropping brands in their song lyrics can lead to massive success for brands.**

[Read more »](#)

## Quieting Your Mind with Matthew Ferry

By Greg Smith, September 17, 2020 at 6:45 AM

### Finding Your Peace & Quiet

Productivity means staying focused, keeping busy and maintaining your eye on the prize. However in order to do this, we also have to find a way to calm ourselves and maintain that needed focus. When we're always on the work grind, it can be hard to reach that state but is absolutely necessary for success.

Recently, our CEO Stacy Jones sat down with with an expert in the field of calming and centering the mind to discuss how we can better find balance. **In this blog, we examine why it is important to learn how to quiet your mind in order to maximize your creativity, productivity and success from the expertise of Matthew Ferry.**

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## 3 Ways To Build A Positive Brand Image During COVID-19

By Kitty Zhao, September 16, 2020 at 7:47 AM

### As A Brand... You Still Need To Do Marketing Despite The Gloom + Doom

COVID-19 made 2020 an extremely hard year for everyone. Ever since the pandemic began, economies around the world came to a grinding halt. Yet, businesses are slowly coming back and adapt to a new normal as quickly as possible. Due to the social distancing protocols that are still in effect, in-person marketing took a major hit.

Consumers are now significantly more open to new experiences, digital or on-site, and their response prompted a great shift in marketing tactics across all industries. While the landscape is different, there are common trends we could follow. **In this blog, Hollywood Branded discusses 3 marketing strategies that all brands should follow to build a positive brand image during a COVID-ridden world.**

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## Product Placement's Effectiveness in Video Games

By Hayden Patrick Simpson, September 15, 2020 at 6:35 AM

### The Advantage of Distraction

Video games have the ability to capture imagination, direct concentration and free us from reality. They offer us a moment to escape our mundane lives and step universe where we can be or do whatever we want. This freedom induces gamers to immerse so deeply into their games that it can feel like they are truly there. properly placed adverts in video games can blend in so seamlessly with the virtual world that gamers more readily accept them.

It is due to this degree of immersion that gamers are more susceptible to persuasive ventures. There are many captivating features of video games that make [placement](#) but what is truly influential about video games is the art of distraction. **In this blog, Hollywood Branded explains the persuasive power of prod games - and why they work to create major brand sales.**

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## Brand Guide To Kourtney Kardashian Instagram Posts

By Alexa Mancilla, September 14, 2020 at 7:54 AM

### Brands Who Have Partnered With Kourtney Kardashian

The Kardashian/Jenner sister with the least branded social media post action is Kourtney Kardashian. And in truth, it's a lot less than her sisters. But then again, followers than they do, too. Only 45+ million after all.

Alternatively, Kourtney Kardashian may post just as frequently as her clan, but just takes the posts down faster.

**In this blog, Hollywood Branded provides a brand guide to Kourtney Kardashian Instagram posts and shares examples of these fee-based posts from.**

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

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1/11/22, 1:10 AM

Hollywood Branded weekly entertainment marketing blog recap

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Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | [info@hollywoodbranded.com](mailto:info@hollywoodbranded.com)

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