

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,

Thanks to my career in entertainment marketing, after almost 25 years I have not only watched a lot of content, but read thousands of scripts. It's become extra able to see where a brand might be able to become part of the storyline or set. And it also means I can usually tell within the first few minutes what the story is all about, and if it will actually be 'good'. Needless to say, I'm not necessarily my husband's favorite co-watching companion as I have a habit of blurting out what is going on. Hollywood is creating excellent content right now - doing it right more often than not, and sometimes just absolutely spot on.

We are living in a world of extreme content abundance produced not only for traditional broadcast and cable, but for the now more-than handful of streaming platforms that outshine that of competitors. Gone are yesteryears when a show would just chug along season after season - now the viewer expectation is to be able to watch product placement effects and storylines that come together like no previous time in history. For brands who are interested in becoming part of these storylines through product placement before been so many opportunities to become part of the content watched by your targeted demographics.

Brands you currently see on screen know a secret that I am going to let you in on. Most product placement is not paid for, but secured through relationships built over time. Product placement is easily available for free to productions that need to create a look-alike world to that which we live in. Truly, that is the biggest secret to success in Hollywood - fee based deals absolutely do occur with many productions and are built around guarantees for specific product shots or messaging. But not all product placement - more than half will only take product on loan or trade (shoot me a note and I'll tell you why). Brands who don't presently have an active product placement strategy are absolutely missing out on incredible opportunities to leverage opportunities Hollywood brings - and in growing relationships that will pay back beyond comprehension. The secret? Make plenty of product inventory available, and then be as helpful as possible in providing it to the productions that align with your consumer base. For the prop master, set decorator, stylist or transportation departments, the more they will come back to work with you including wherever they land on their next project.

And if you do find some time on your hands this winter, check out some of my favorites (at least the first season or two) available to stream on one platform or another: The Academy, Dead To Me, The Morning Show, The Boys, Narcos, You, Shameless, Ozark, Cobra Kai, The Undoing, The Queen's Gambit, Downton Abbey, Hanna, Hun Creek, The Crown, House of Cards, The Witcher, Better Caul Saul, Black Mirror, Big Little Lies, The Chilling Adventure's of Sabrina, Stranger Things, Breaking Bad Education, Russian Doll, Arrested Development, Modern Love, Sneaky Pete, Upload, The Flight Attendant, Game of Thrones, The OA, Outer Banks, White Lines, a Maisel.

I'm constantly on the lookout for good shows - shoot me a note and let me know if I missed one or two of your favorites!

- Stacy

And now on to our weekly blog recap...

The Top 5 Female Social Influencers And Their Reach

By Alexa Mancilla, January 11, 2021 at 6:15 AM

The Top 5 Women of the World Wide Web

A new era is upon us. Celebrities aren't just coming from television and the silver screen; internet celebrities are becoming as recognizable and influential as, if not more so, than traditional celebrities. And according to USC Professor Jeetendr Sehdev and his studies, female influencers, *especially*, carry a lot of influence.

In this blog, Hollywood Branded looks at the top five female social influencers: who they are, what they do, why they are so famous, and just how they got there.

[Read more »](#)

How Celebrities & Influencers Use OnlyFans

By Greg Smith, January 8, 2021 at 6:15 AM

Only Marketing on OnlyFans

Known for being a platform created for content creators to release adult content, platforms like OnlyFans and JustForFans have made a wave in 2020. As pop culture news buff, I never thought I would find myself writing about OnlyFans in the context of entertainment marketing and celebrity endorsements.

Yet, as we have seen, this year has been a wild ride in every way imaginable and now we would be remiss if not to discuss the way the platform took off this year. Influencers and celebrities have begun to engage in the space. **In this blog, Hollywood Branded shares how celebrities and influencers use OnlyFans and how adult content has triggered unexpected forms of celebrity and branded content.**

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The Power Of TikTok

By Allie Duke, January 6, 2021 at 6:15 AM

Case Study: How DoggFace's TikTok Benefited The Brand And The Band

Nathan Apodaca (a.k.a '420Doggface208' on TikTok) started a viral sensation this past September when he posted a video of himself skateboarding to work, drinking Raspberry, and singing to Fleetwood Mac's most popular hit: 'Dreams.' After that, Ocean Spray and Fleetwood Mac saw a huge boost in profits as cranberry juice 'Dreams' shot back up on Billboard's [Top 10 streaming](#) list.

You may be asking yourself, how did all of this happen and how can your brand take advantage of the power of TikTok? Look no further! **In this blog, Hollywood the timeline of how one man's TikTok created an entire marketing opportunity for Ocean Spray and Fleetwood Mac.**

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Top Marketing Partnerships With The Croods: A New Age

By Chelsea Collins, January 5, 2021 at 6:15 AM

Unique Partnerships For A Unique Time

There is no doubt that the movie industry has been one of the single-handedly hardest hit industries in this pandemic. From the inability to actually shoot to the closings, we're seeing an entirely new shape to the film industry.

However, despite the bleak landscape, some studios are using select production to brave the conditions and release in theaters. One of these recent films is the animated hit *The Croods 2: A New Age*, which opened at 2,211 theaters on November 25th, 2020. Mimicking a traditional release as best as possible, the studio used to promote the film. **In this blog, Hollywood Branded examines the top marketing partnerships with *The Croods: A New Age* and explores if they help success, given the new standards of success these days.**

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Celebrity Partnerships With Makeup Brands

By Alexa Mancilla, January 4, 2021 at 8:59 AM

What Can't She Do?

From becoming a Grammy award winning artist and starring in her first feature film, Lady Gaga shows no signs of slowing down. There have been speculations since the course of 2018 that the famous artist is releasing a beauty line called Haus Beauty.

However Lady Gaga has not publicly promoted her incoming brand yet, leaving her fans thrown with questions like What type of products are we expecting in Haus Beauty as glamorous as the artist's style herself? **In this blog, Hollywood Branded examines celebrity partnerships with makeup brands and the Lady Gaga's new Beauty.**

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