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Hi there,

There are movies that stand the test of time, being watched well into the ensuing decades. For brands who are savvy and smart, product placement provides the most cost-efficient opportunity to be served to millions upon millions (even billions!) of audiences both nationally and even globally through streaming video on demand platforms.

This is especially true for films whose genre or storyline aligns with major holidays – like Memorial Day, 4th of July and Veteran’s Day. Beyond celebrating and showcasing the many sacrifices of the men and women of our armed forces films like *Black Hawk Down*, *Pearl Harbor*, *Saving Private Ryan*, *Zero Dark Thirty*, *Full Metal Jacket*, *Born on the Fourth of July* and *Three Kings* all share one thing in common. *They all provide extremely good product placement exposure for their brand partners that delivers year after year.*

Wouldn’t you like to be the brand marketer to say that you got Bradley Cooper wearing Wiley X Saint sunglasses or drinking Lone Star beer as those brands did in *American Sniper*?

Or how about being able to say you were the brand decision maker to get Tom Cruise in *Top Gun* wearing Ray-Ban Aviator RB3025 sunglasses, a Porsche Design Orfina 7176s watch; his riding the Kawasaki GPZ 900R motorcycle, drinking Charles Krug Wine, dancing with Kelly McGillis in front of the Pepsi sign. Or how about that famous signing bar scene filled with Budweisers... you know, the one that today would be viral on TikTok. And was even viral pre-social media! You’ve lost that looooving feeeelin’ ever engrained in our memories and tied to that scene and bottles.

You don’t get these wins unless you are in the game to play. We’re here to help you develop your strategy – just give me a shout and our team will create your winning game plan for your brand.

Happy Memorial Day - and a big thank you to all American Veterans for your service to our

country. And now on to our weekly blog recap...

- Stacy

Kris Jenner & Chrissy Teigen's Road To Conquering The Sanitizing Industry

By Alondra Santamaria, May 28, 2021 at 7:30 AM

Another Day, Another Business

Chrissy Teigen and Kris Jenner have built yet another empire, but this time they joined forces to conquer the home cleaning and self-care products industry. But, how did they do this?

Well, as Chrissy Teigen says, "to launch a real business you need three things: a kick-ass product, a big celebrity endorsement, and a catchy jingle". For them, it's that simple! **In this blog, Hollywood Branded discusses the strategic marketing plan that Safely by Chrissy Teigen and Kris Jenner used to rise to success.**

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All About Direct Response Advertising With Dylan Ogline

By Maya Dolan, May 27, 2021 at 7:30 AM

Taking The Guesswork Out Of Growing Your Business

There are so many unknowns that prevent people from starting their own businesses. But there is a way to take the guesswork out of building an agency.

Recently, our CEO, Stacy Jones sat down with an expert in direct response advertising. **In this blog, Hollywood Branded learns how to drive your business with digital marketing from the expertise of Dylan Ogline, Founder of Ogline Digital.**

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Nickelodeon Enters The Sports World

By Langley Turcsanyi, May 25, 2021 at 7:30 AM

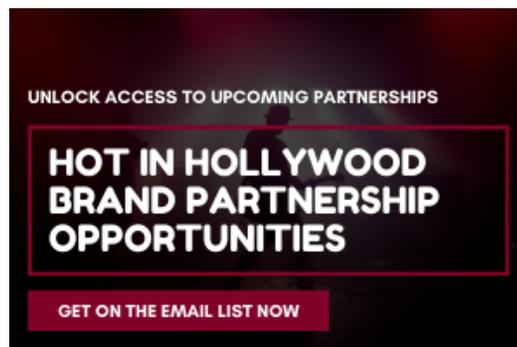
SpongeBob SquarePants Is Taking The Field

In a brilliant effort to get kids more interested in professional sports, Nickelodeon teamed up with the NFL to create a truly one-of-a-kind broadcast of the Wild Card Game on January 10. As the New Orleans Saints and the Tampa Bay Buccaneers went head-to-head, competing for a spot in the

playoffs, Nickelodeon stars and animated characters made the game a memorable experience for fans of every generation.

The sports world is full of marketing efforts, including game and team sponsors, logos galore, and athlete endorsements. Over the past few months, Nickelodeon has begun experimenting with working with the NFL, and it has certainly been very successful. After just a one-game commitment for The Wild Card Game broadcast, they went on to feature their iconic branding in the Super Bowl, as well as an NHL game just a few weeks ago. **In this blog, Hollywood Branded discusses the success of Nickelodeon's collaborations with professional sports leagues.**

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