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## Weekly Issue #615 - September 13, 2021

Hi there,

I just have to say a big THANK YOU to all of you who shared referrals and suggestions on awesome people we should consider having join the Hollywood Branded team! I greatly appreciate it, and am so grateful we have built such an awesome community of collaborators, supporters, and fans of our agency and work! A big hug to you all!!

One of the top questions we are regularly asked is how to define the value for a brand from appearing in content as product placement or a larger integration. How much that exposure is worth. Of course, we have systems in place that take everything from star power, storyline usage, audience reach, and even placement 'grade' to create metrics that we use to shed light on what that value is. But our approach is extremely conservative - we typically look at the first run of the content when it is distributed - whether that is through theatrical, streaming, TV, or digital. And we keep the metrics to that because when you actually look at the true impact - it is crazy big. And kind of unbelievable unless you really understand how content continues to perform.

Think about this - a series runs on TV, then it also has repeat episodes that air at other time slots. It may run on an airline as well, or have a second life on one of the major streaming partners like Netflix or Amazon - with global distribution. It also may be sold for syndication that gets the series on screens in potentially over 100+ countries. That show may be licensed over and over again - all around the world. For years - even decades - to come.

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Movies too - from theatrical to VOD and streaming, airplane and hotel, cable and eventually television - a movie that might have a few million see it in theaters can easily blow up to tens upon tens of millions or even hundreds of millions of viewers over its life. And that scene your brand appeared in? It is seen over and over and over again.

For fans of the show, your brand has just become ingrained in pop culture history.

It truly is mind-boggling what the overall reach and value are for brands who make product placement part of their go-to marketing mix. The numbers are actually so high on impressions value that media execs would get a tik in their eyebrow at how low CPM is as product placement just continues to deliver - well beyond that of a single TV ad. And for far less the overall investment.

I recently came across writer Rachel Farrow's well-researched [article](#), which provided a really awesome inside look at how much TV shows make in residual income from being re-played years later. If they are making that many millions in residuals per year through abundantly re-run episodes, maybe it will help you better understand the power of product placement to become part of pop culture content, being served up to viewers for potentially decades to come.

- Friends: Warner Bros. makes \$1 billion a year from "Friends." \$20 million (2%) goes to each star every year.
- Seinfeld: Jerry and Larry David make \$400 million yearly on syndication rights.
- Everybody Loves Raymond: Ray Romano makes at least \$18 million yearly from replays.

The placements I was responsible for creating 20+ years ago are still playing nightly on screens across the world. That is a lot of eyeballs on the brand partnerships that I worked on with all of the shows above for brands including Freightliner, Ben & Jerry's, Cinnabon, Post, Kellogg's, and FIJI Water.

Today, there is even more of a demand for content to be replayed across so many different distribution sources, and the demand is only going to grow. A single product placement has the power to reach around the globe - and a comprehensive product placement program nets returns higher than you will ever be able to put a true value on.

Want to chat more on this? Reach out and our team will regale you with analytics and metrics!

In this week's pop culture partnership insights, you will:

- Learn how the pandemic and streaming services have both negatively impacted the desire for in-person entertainment.
- Read highlights from my interview with Guy Bauer, who is the Founder and Creative Director of Umault, and learn how to strategically craft a video campaign that is both creative and entertaining.
- Understand how Cristiano Ronaldo's noteworthy diss towards Coca-Cola at the Euro 2020 press conference has forced brands to re-evaluate their method in partnering with sports events and athletes.
- Discover how Disney's addition of Avenger's Campus has created so much publicity for the park, and how this frenzy has been fueled by the recent releases of "Loki," "WandaVision," and "The Falcon And The Winter Soldier."

And now...on to our weekly article round-up!

- Stacy Jones, CEO + Founder Hollywood Branded

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## WILL WE STILL HAVE MOVIE THEATERS IN THE FUTURE?

By Skander Ayachi, September 10, 2021 at 8:30 AM 

### The Decreased Demand For In-Person Entertainment

Live performances have always been a staple of the entertainment industry. However recently, we have been able to listen to our favorite artist's new album at home the instant it is released, more and more stand-up comedians are premiering their specials on Netflix, and since the film industry has had to adapt to the pandemic, people can watch movies at home the same day they are released in theaters.

With the convenience of new luxuries such as the ability to watch a movie at home the day it comes out or the ability to watch an artist's live performance at home, many people would prefer to stay at home instead of going to a concert or to the movies (even if everything was fully open). According to a survey conducted by [Variety](#), up 70% of people would prefer to stay at home to watch a new movie rather than viewing it in theaters. **In this blog, Hollywood Branded explores how technological advancements, the COVID-19 pandemic, and more have decreased the demand for entertainment with in-person attendance.**

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## CREATING AN ENGAGING VIDEO CAMPAIGN

By Sam Zikos, September 9, 2021 at 8:00 AM 

### Why Corporate Styled Videos Don't Work

Video ads are a great way to market your brand and spread awareness. However, if you want to make one that's more than good—and no less than great, you need to craft one that is creative and entertaining. Unfortunately, corporate style videos don't capture eyes.

We invited an expert onto our show to learn all about the in's and out's of creating show-stopping ads. He's helped countless of ordinary businesses turn into extraordinary brands. **In this blog, Hollywood Branded learns how to create an engaging video campaign from the expertise of Guy Bauer, who is the Founder and Creative Director of Umault.**

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## BRAND SPONSORSHIPS: SPORTS AND ATHLETES

By Sarah Kistler, September 8, 2021 at 9:02 AM 

### Sports Events And The Influence of Athletes

With the Olympics recently ending, we're starting to see more brand partnerships with athletes. Here's what brands should be keeping in mind when they consider sponsoring sports-related events.

Letter of intent, redline, and release. Just some of the many words brands are familiar with when it comes to brand partnerships and sponsorships. Looking at Euro 2020, brands can learn the positives and negatives of sponsoring sports events. **In this blog, Hollywood Branded examines how athletes are influencing the way brands look at partnerships and event sponsorships.**

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## AVENGERS CAMPUS AND ITS GLORIOUS PURPOSE

By Natalie Cartwright, September 7, 2021 at 11:48 AM 

### Avengers Campus: Disney's Best Marketing Tool...Ever

Disneyland "will continue to grow as long as there is imagination left in the world." This quote by Walt Disney has proved true over the 66 years Disneyland has been open. The parks have constantly been changing and growing with the empire of Disney. With new attractions, movies, or characters being introduced almost every year, fans of Disney have always had a reason to return to the parks.

The most recent addition to the happiest place on earth was Avengers Campus in Disney's California Adventure park. It was immediately a fan favorite for Marvel and Disney fans. The park had a great opening week, but things started to slow down after the grand opening. But with Marvel's new shows coming out every couple of months, Disney knew how to market Avengers Campus to keep fans coming back again and again. **In this blog, Hollywood Branded explores how Avengers Campus is Disney's best new marketing technique for the parks.**

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## 10 TIPS FOR RUNNING A HIGHLY SUCCESSFUL BUSINESS

By Sadie Jones, September 6, 2021 at 8:00 AM 

### The Key To Success

There's no rule book for running a business—better yet, a successful one. Many a time, it is just a matter of trial and error. However, there are few tips that are guaranteed to be fruitful for your business.

From prioritizing employee happiness to creating an efficient shipping and returns system, there are a number of key things your business should keep in mind, in order to reach its potential. **In this blog, Hollywood Branded shares 10 tips for running a highly successful business.**

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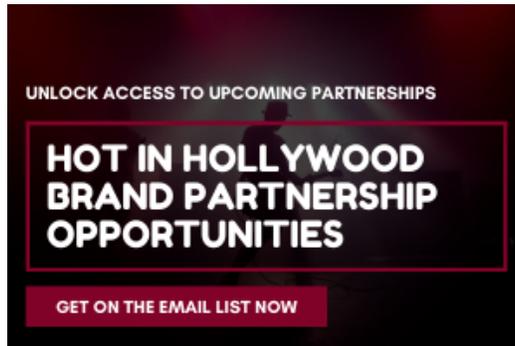
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