


Podcast: Politely Pushy with Eric Chemi

# The Surprising World of TV Product Placement

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Politely Pushy with Eric Chemi

**Stacy Jones, CEO of Hollywood Branded, on the Surprising World of TV Product Placement**

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When you see Steve Carell use a Blackberry as his character Michael Scott on The Office, do you assume Blackberry was an advertiser? Very often, when we see brands on TV, we figure they paid for play, but here's a surprising fact: 60% of companies don't actually pay production companies to appear on a show. There's often a partnership and process benefitting both parties.

Today's guest, Stacy Jones, who specializes in marketing and branding with her pulse on pop culture, explains how these types of collaborations work, how influencers are an asset to promoting a company and the different types of influencers brands work with and how they're chosen. She details how partnerships between brands and companies develop and how influencers are instrumental in marketing. As CEO of Hollywood Branded Inc., Stacy has 25 years of experience in the industry and a background in theater, so she understands firsthand why production companies need brands, and why it's so important to have someone facilitate these relationships. Her work has enabled companies to place products in the center of storylines as props that get mentioned by major stars. Stacy is also the host of the podcast Marketing Mistakes (And How To Avoid Them).

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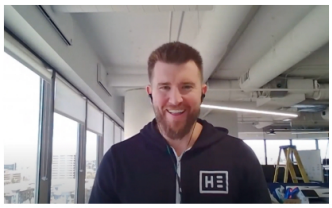


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