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Weekly Issue #626 - November 29, 2021

Hi there,

Having your brand become part of the storyline in a film does not necessarily mean it goes off without a hitch. In fact, as every agency that specializes in our line of work can attest, hitches and hiccups are just part of daily life, no matter how well the plan is laid out.

A case in point was an interview I heard between Dwayne Johnson and Jimmy Kimmel, over the appearance of a Porsche Taycan in his Netflix mega film, *Red Notice*.

This is what he said:

"There's a scene in the movie where I drive a Taycan, a Porsche Taycan...it's a small Porsche, but it's incredibly expensive and it's an amazing vehicle." (Porsche must be ECSTATIC at that endorsement). He then explains that production had chosen two Porsche Taycans for the movie for a car chase between him, Ryan Reynolds, and Gal Gadot. *"Finally on the day we're about to shoot the scene where I'm chasing Ryan Reynolds, and then eventually we're chasing [Gal Gadot], I had to jump in the Porsche and speed away, and it's all one, big, long, really cool shot."*

Except he then shared that they had filmed most of the scene (too late for changes after all of that crew and cast time) and he jumped into the Porsche only to find out... *"I go over, and I start getting in the car, and I'm like 'yeah, man,' and I'm really trying to get in the car, and I look at [director], and we have all the crew around and they're watching me and I said 'I can't get in this car.'"*

Because he didn't fit. Someone forgot a very important thing to do: see if the item even fits in the box. We strap watches on actors, make sure clothes fit, mobile phones get held for the right weight. To have gotten that far down the road in filming to not realize the actor would not fit in the car... well that is a considerable oversight, but in the rush of filming and the mess of shooting around Covid, could happen.

Ever a professional, he supposedly "oiled" himself up and squeezed inside - but the lovely interior beauty shots went out the window, with the end result only showing him with his hand on the shift as he drives away.

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While they would have obviously loved more screen time, the car logo badge was shown and the electronic car looked sexy and sleek. In fact, Porsche had an incredible additional PR opportunity that the brand just passed on, when Dwayne Johnson as part of his publicity push for Red Notice decided he wanted to give a Navy vet a car to thank him for his service.

The original idea? Per The Rock's socials "...to give away the Porsche Taycan, that I drive in the movie... So we reached out to Porsche, but they said no. But I still said, yes 😊 I'll do one better. I'll give away my personal custom truck as the gift. My baby 😊."

#megapartnershipfail

No Porsche no!!!

The Rock made the connection of "I drove this in my movie" and "I've talked about working with this car in my movie" to the next step of "I want to partner with the brand to do good". That's massive! Of course without knowing the details, I can only surmise that with that "no" Porsche missed a golden opportunity for even more effusive PR coverage. Even if they had said "no" to the Taycan, and provided a less expensive model, having Dwayne Johnson in your back pocket with a favor is one heck of a great favor to be in the position of being owed. With 280 million followers, and over 16 million likes and views on the posts showing the gifting of the car to the Navy vet, that is quite the publicity to have walked away from. That's a \$6 CPM just from those posts - not counting all the PR craziness to support that would have come their way.

And that's my counsel to you reading today's newsletter. Look at the big picture. Try to figure out how your brand can be a partner to the production company - and the actors - your brand stars alongside. Look for those authentic moments (they are rare!) where you can do a last-minute rally and MAKE MAGIC HAPPEN. Because that is what this type of partnership can do for a brand.

In hindsight, Porsche might have wanted to reconsider if that \$97k car donation would have been worth potentially millions in advertising campaign awareness. Especially if they upped the ante with additional press of their own.

Ford has to be pretty happy that their truck, which was personally owned by The Rock, was gifted instead. And I am sure are CHOMPIN' at the bit to make sure they get a replacement over lickety split.

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

- Revisit the hubbub surrounding Addison Rae's debut film *He's All That*, and understand the benefits of placing your brand in a film with high anticipation and viewership - and amplified by influencers.
- Learn about the power of influencer marketing, and gain insights of how the celebrity status of YouTuber Jaelyn Hill put Morphe on the map, making it the billion-dollar giant that it is today.
- Learn how streaming's rapid increase in popularity is shifting the future of product placement and brand integration.
- Read about product placement and brand integration in Netflix's hit show *Cooking With Paris* and see why brands turn to cooking shows and reality TV to create partnerships that are more authentic and organic.
- From Sommer Ray to Lele Pons and Bretman Rock, discover which influencers are raking in the big bucks, and find out which brands they have partnered with to make them the highest paid in their field.

Last call (ALMOST) for holiday! It's my mantra for the next week. While we can pull off influencer campaigns in a week (it's doable)... holiday happenings are upon us and NOW is the time to create partnerships that help you get more notice this holiday season. The clock is still ticking, and midnight approaches for the opportunity to be gone. Give us a call if you want to brainstorm and discuss marketing options - or how you should be approaching building celebrity brand deals for 2022!

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

- Stacy Jones, CEO + Founder Hollywood Branded

PRODUCT PLACEMENT IN HE'S ALL THAT

By Juliette Roberts, November 26, 2021 at 2:26 PM 🕒

He's All That

The Netflix original film, *He's All That*, starring Addison Rae in her acting debut and Connor Buchanan left many viewers with cringe worthy moments of product placement throughout the film.

He's All That, was a spin off of the classic 1999 romcom, *She's All That*, and many viewers were hopeful that this remastered version would exceed expectations, but amongst viewers there were mixed feelings. The one thing that almost everyone can agree on is the immense amount of product placement in the film. **In this blog, Hollywood Branded is going to dive in and point out examples of the most in your face moments of product placement throughout the film.**

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WHY YOUR COMPANY NEEDS AN INFLUENCER TO PROMOTE YOUR BRAND

By Aliya Ghoreichi, November 25, 2021 at 4:18 PM 

Look No Further Than Influencers to Increase Brand Awareness!

You have a brand, but you really want to get more engagement for your products and name. You know your company is capable of doing great once more people find out about it, and an influencer can help guide you in that direction.

Influencer marketing is now one of the best ways to market your brand. Promoting your business on social media is a great way to get noticed, since people are constantly checking their social feeds on a daily basis. Add an influencer to the mix, and you will not be disappointed. **In this blog, Hollywood Branded explains why your company needs an influencer to promote your products so that you can watch your brand get the recognition that it deserves.**

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THE FUTURE OF PRODUCT PLACEMENT AND BRAND INTEGRATION

By Lidia Marusic, November 24, 2021 at 8:30 AM 

Streaming Services Are Shaping Modern Advertising

Will the TV commercial as we know it be extinct in a matter of years or maybe even months? Streaming platforms have seen tremendous growth over the past few years, and this trend certainly won't stop soon. These subscription-based services allow viewers to watch programming uninterrupted for a fee, leaving many companies out of luck for traditional commercial break exposure. Luckily, brands can still be a part of the viewing experience through product placement and brand integration.

While these concepts aren't new to the entertainment marketing world, the methods in which product placement and integration take place have certainly changed. The rise of high-tech data collection, content personalization, and artificial intelligence are reshaping the possibilities for brands to advertise within programming. **In this blog, Hollywood Branded explores the rise of streaming platforms and what companies can do to better advertise their products or services with the help of high-tech innovations in product placement and brand integration.**

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THE HOTTEST PRODUCT PLACEMENTS IN COOKING WITH PARIS

By Sam Zikos, November 23, 2021 at 8:30 AM 

Product Placement Is Hot!

It's important for product placement to feel authentic, and when it is practiced in reality TV, it can either feel incredibly natural or incredibly forced.

"Cooking With Paris" is a great example of product placement, in reality TV, done right. In this show, all instances feel casual, while granting brands *great* exposure. **In this blog, Hollywood Branded shares the hottest product placements in "Cooking with Paris," and discusses why brands should look towards similar shows for similar opportunities.**

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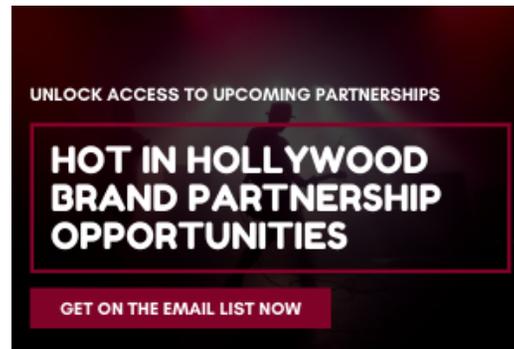
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