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Weekly Issue #617 - September 27, 2021

Hi there,

So what do you have planned for Halloween this year? Friday starts the season of serial killers, bloody crime scenes, supernatural villains, and other typical components of a scary movie, which can be frightening to brand marketers considering partnerships. But in reality, scary provides heightened engagement and brand connection according to research opportunities.

Plus 51% of consumers are influenced to make purchases based on seeing a brand in entertainment content - consider incorporating a component of product placement into marketing efforts – even in scary content. Brands are not only more remembered when a viewer is scared but create a positive association with the brands they see on screen.

[Check Out Our eBook: How Product Placement & Co-Promotional Marketing Works](#)

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So why is scary so good?

- A study proved that when scared, viewers develop an increased emotional attachment toward surrounding branded products in the scene. Or sometimes the person sitting on the couch next to them. Scary movies are a high school and college go-to date for a reason. ;))
- More emotional attachment results in a higher recall rate and a more positive association.
- Horror appeals to people who are thrill seekers, which is in direct correlation to early adopters of trends (and brands.)

What do YOU have planned for your Halloween campaign? It's still not too late to put together an influencer marketing campaign or talk show partnership. Want to discuss? Give me a shout...

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

- Understand why reboots and remakes in film and TV are profitable for brands, and learn how numerous companies - such as Nike, Jimmy Choo, Canned Water 4 Kids, and more, have leveraged this type of content for opportunities in marketing.
- Read some highlights from my interview with Spencer Brooks, who is the Founder and Principal of Brooks Digital, and get a better understanding of how to build a website that is tailored to your potential customers.
- From Nike to GameBoy, discover which brands have been featured in "Space Jam: A New Legacy" and see why brands should consider partnering with giant film franchises to maximize their exposure.
- Get a breakdown of how the viral game "We're Not Really Strangers" has utilized social media and merchandise to build a massively profitable brand that is centered around human connection and mental health.

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

- Stacy Jones, CEO + Founder Hollywood Branded

THE POWER OF FILM AND TV REBOOTS

By Tatum Dahl, September 24, 2021 at 8:30 AM

How You Product Placement Results Could Skyrocket

Reboots and remakes. You either love them or you hate them. However, they are undeniably some of the most watched pieces of content on the planet. Research shows that viewership and box office numbers tend to be much higher for these pieces of content than for originals.

How much more successful are reboots and remakes, and how can you profit off them? **In this blog, Hollywood Branded will discuss how much more successful your branded entertainment campaign could be in reboots and remakes, and take a look at three worthy examples.**

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THE POWER OF DIGITAL METRICS AND WEB DESIGN

By Sam Zikos, September 23, 2021 at 11:42 AM 

Leveraging Your Website

Every businesses and organization should have a website—even health non-profits! It's a wonderful tool to provide information, exposure, and *clients!* However, there's a significant difference between a great website, and a mediocre one—it's in your best interest to not settle for the latter.

To help our fellow marketers out, we brought in an expert—Spencer Brooks. He is extremely educated in all things digital marketing and web-design, but his industry of expertise is health non-profits. However, his tips, tricks, and insights can be applied to numerous businesses and professions. **In this blog, Hollywood Branded learns about the power of digital metrics and web design from marketing professional Spencer Brooks, who is the Founder and Principal of Brooks Digital.**

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PARTNERSHIPS IN SPACE JAM: A NEW LEGACY

By Lidia Marusic, September 22, 2021 at 8:30 AM 

A Film Fit For An All-Star

Iconic superstar athletes only come around once in a generation, and basketball player LeBron James is one of those sensational athletes. Fans have been watching James in the NBA since 2003, just six years after the release of *Space Jam* with Michael Jordan. It might actually be easier for film franchises to become major sensations over athletes like James and Jordan due to big production budgets and generations of fans to come long after the release date. So, what is a surefire way for brands to gain success from movie deals and product placement? The answer is to be a part of those big-budget films that feature red-hot celebrities and all-star athletes like LeBron James.

James has been heralded as the next Michael Jordan for some time now due to winning potential, similar talent level on the court, and endorsement and personal brand connections. Approximately twenty-five years later, LeBron James is filling Jordan's shoes in *Space Jam: A New Legacy*. Brands surely recognized the exposure potential of this blockbuster franchise, making the next *Space Jam* a marketing goldmine. **In this blog, Hollywood Branded explores the brand-filled universe of *Space Jam: A New Legacy* and why pricey film franchise moments are worth it.**

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WHAT BRANDS CAN LEARN FROM WE'RE NOT REALLY STRANGERS

By Allison Martinez, September 21, 2021 at 8:30 AM 

Card Game Creates The Blueprint For Brand Marketing

The card game We're Not Really Strangers has spread its wings and reached new heights on social media. We're Not Really Strangers has pioneered a new era of marketing, evident by their tremendous growth on platforms like TikTok and Instagram. We're Not Really Strangers uses the power of social media to promote mental health and self-worth.

The game has created a movement by utilizing the power of conversation, and it has been incredibly advantageous for sales. **In this blog, Hollywood Branded discusses what brands can learn from the card game We're Not Really Strangers.**

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TOP RED FLAGS WHEN CHOOSING POTENTIAL SOCIAL INFLUENCERS

By Stacy Jones, September 20, 2021 at 8:30 AM 

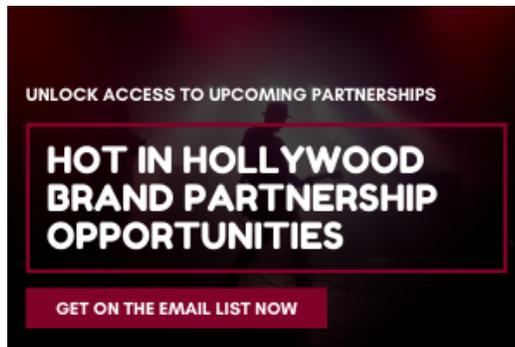
How To Know When An Influencer Is A No Go

Social media influencers are the biggest thing right now as far as brand marketing is concerned. And with the rise of the social media celebrity, it's becoming easier and easier to find an influencer to represent your brand.

But it's important to know when an influencer may be bad news for your brand, and some of these warning signs aren't always obvious.

In this blog, Hollywood Branded reveals the top social influencer red flags brand marketers need to know and how to spot them.

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LOVE IT!

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