

# HOLLYWOOD BRANDED Guide



# PRODUCT PLACEMENT & PROMOTIONS

101

# WHAT ARE PRODUCT PLACEMENT AND BRAND INTEGRATION?



Product Placement and Brand Integration are an advertising and public relations technique used by hundreds if not thousands of companies to organically promote their products and services through appearances in film, television, music video or digital media.



**Product Placement** is defined as the process through which an advertiser integrates a product into selected media for clear visibility. Although the product is visible, it is often not the focus, as it needs to fit almost seamlessly into the context of a scene or story. There are 3 main types of placements: visual, verbal, and signage.

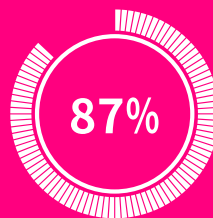
- Visual is recognizing the product and the brand's logo clearly while it's onscreen.
- Verbal is when a character mentions the brand by name or discusses brand marketing points.
- Signage is when the actual product is not onscreen, but an ad or branded item is clearly visible.



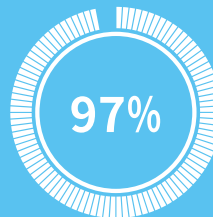
**Brand Integration** is defined as a special type of product placement in which the advertiser's product is central to the program's plot line. The brand is interwoven within the script, calling out specific product functions, showcasing unique features and the product is showcased on screen to a high degree. This typically only occurs with a cash fee, media buy or significant production provisioning resulting in production savings.

## WHEN SHOULD YOU CONSIDER USING PRODUCT PLACEMENT?

- When you want to increase your brand and product recognition, and create a stronger emotional connection with the consumer.
- When you want to create a sense of ubiquity/consistency. In any economy or seasonality, people will seek out affordable and easily accessible options to entertain – TV, feature films, music, and video games.
- When you want to increase media effectiveness. Research shows that consumer awareness and retention factors are greater when there is a product placement in conjunction with an ad, than when the ad runs alone. When you want to impact savvy ad avoiders.



This isn't a new practice. In 2012 the Association of National Advertisers has stated that 87% of advertisers believe branded entertainment is the key to TV advertising.



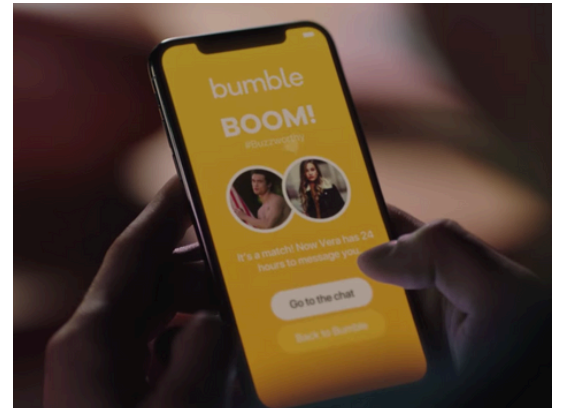
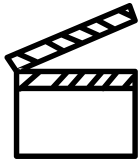
Adding Product Placement to a traditional TV marketing campaign can increase your marketing impact by 97%.

# WHY **INCORPORATE** PRODUCT PLACEMENT IN YOUR MARKETING PLANS?

## PROVEN EFFECTIVENESS

A research study we conducted in 2015 shows:

- 85% of marketers state that entertainment marketing works to boost sales.
- 98% of consumers report noticing product placement in television and film.
- 80% of consumers favor product placement and see it as a form of 'organic' marketing.
- 51% of consumers make cognizant decisions to purchase after seeing product in a TV show or feature film, driving consumer sales.



**BUMBLE - RIVERDALE**

## CELEBRITY APPEAL

Having your brand in a scene with a celebrity creates true Star Power and drives consumers' desire to purchase based on this aspiration factor. Your brand's recognition increases, and sales are positively impacted by consumers who purchase what their celebrity heroes use and appear to endorse.

## MORE BROAD EXPOSURE

Brands receive greater national and global presence as product placement powerfully impacts numerous markets. Entertainment content lives beyond a single airing, with television productions repeatedly re-airing in the US market and being syndicated internationally, feature films being distributed throughout the world, and music videos obtaining millions of views online.

## CAPTIVE AUDIENCES

Product placement eliminates ad avoidance because the brand becomes part of the content. No other advertising medium offers such a receptive environment to build brand equity. This unique approach to advertising makes product placement an invaluable strategy for building strong brand equity and fostering long-lasting connections with consumers.

## SAMPLE INDUSTRY CASE STUDIES DEMONSTRATING SALES IMPACT INCLUDE:



**SQUARE - SURVIVAL OF THE THICKEST**

- Ray-Ban Sunglasses (Risky Business) - 55% sales increase
- Reese's Pieces (E.T. the Extra-Terrestrial) - 65% sales increase
- Etch-a-Sketch (Toy Story) - 4,000% sales increase
- American Museum of Natural History (Night at the Museum) - 20% increase in attendance in 10 days following the film's release.
- Red Stripe Jamaican Lager (The Firm) - 50% sales increase in 12 months.
- Aviator Sunglasses (Top Gun) - 40% sales increase in 7 months.
- BMW Minis (The Italian Job) - 22% sales increase.
- Blackstone Pinot Noir (Sideways) - 150% sales increase in 6 months.

# WHY DO PRODUCTIONS **USE** PRODUCT PLACEMENT?



PILOT PEN - KELLY CLARKSON SHOW

Productions seek to mimic everyday life on screen - and brands on screen inject a sense of realism to the story line. Think about it...you're driving your car (highlight brand), you pass a billboard (highlight brand ad), you grab your drink from the cup holder (highlight brand from cup or bottle), you stop at a store (highlight store brand), you pick up your cell phone when you call your mom (highlight brand), you read a book (highlight a publisher brand).

Brands are part of everyday life both on screen and in reality.



There are four primary ways productions benefit from working with brands, which are centered upon time savings, cash savings or production marketing:

1. Loan of items that will be used on screen by characters - this is a cost saving as well as time saving effort, as every brand that appears on screen must have a legal release signed and approval granted.
2. Trade out of barter product/services for production crew usage, a cost savings.
3. A source of offset revenue for television shows and feature films, cash fees for larger scale brand integrations may go directly to the network or production dependent upon their own agreements. Productions which have the rights to keep dollars are more open to cash fee deals, while Networks which retain the payment rights will typically request a media buy in addition to the cash fee.
4. Promotional Partnerships where the property and brand's co-branded media or in-store retail signage allows the production access to new consumers outside of their own planned advertising



# THE **POWER** OF PROMOTIONAL PARTNERSHIPS



**ELEMIS X QUEEN CHARLOTTE: A BRIDGETON STORY**

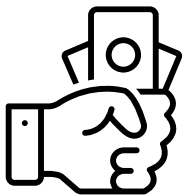
When a promotion is attached to the film, the filmmakers become more aware of the product placement or brand integration, and the potential ramifications in terms of marketing dollars if the placement does not occur. When the partnership makes sense, with factors based on the overall performance expectations of the film's box office, quality of the production, targeted demographic and storyline - promotions enhance the synergies of corporate clients and the entertainment business by increasing brand awareness. Involvement with an entertainment property will: increase viewer recognition and awareness, generate excitement around your product and drive consumers into retail outlets, and lead to increased sales and higher revenues.

## **WHAT CONTENT:**



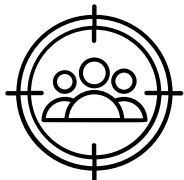
Anywhere your target market is watching! Blockbuster Films, Independent Sleeper Hits. Prime Time TV, Edgier Cable Programming, Scripted TV Dramas & Comedies, Reality Series', Talk and Game Shows, Music Videos, Web Series, Video Games, in Music Lyrics...

## **HOW TO PARTICIPATE:**



A common misconception is that every placement comes at a high cost, but the majority of placements can be negotiated for little or no fee. Dependent on the brand category, options exist for simple loan of product, a trade out, co-marketing promos, or an integration fee.

## **WHAT YOU GET:**



In return, millions of targeted consumers are exposed to your brands as they watch their favorite entertainment properties. We proactively do the footwork for you, securing your brand in entertainment properties targeted to your consumer market.

## **A BETTER MARKETING TOOL:**



Consumers are so accustomed to being sold to that it's almost impossible to catch them without their guard down. Product Placement allows you to not only avoid their skepticism, but to also leave a more favorable impression.



# MEDIA AND RETAIL PARTNERSHIPS

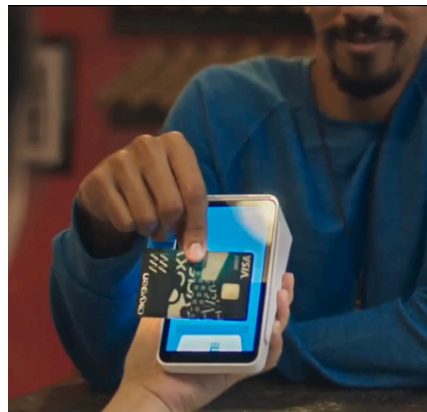
Your promotional campaign will be built upon further discussion of specific property(ies) of interest, and based on your available marketing assets that can be leveraged. Custom activation opportunities are available for Regional, National, Global or Territory specific. To remember, all promotional marketing materials must include the territory release date of the film.

## OPTIONS INCLUDE:

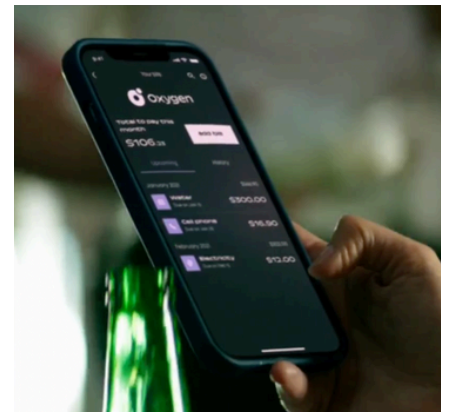
- Co-brand your planned media TV commercial using video from a feature film partner.
- Digital campaign using video from feature film partner.
- Out of home print using imagery from film partner.
- Mobile marketing using images/video from film partner.
- In store retail campaign with music downloads or exclusive footage or sweepstakes.
- Social media inclusion with call outs and sweepstakes or various prizing.
- Website inclusion as a microsite or banner with call outs and sweepstakes or various prizing.
- Grass roots marketing.
- Events o Street teams o Sweepstakes components (win trip to premiere, prizing from movie).
- Sponsored screenings in selected cities.
- Limited time promotionally licensed product or packaging – typically 3 months or less timing (around theatrical or DVD release window) in market allows there to be no licensing fee.
- Licensed product – licensing fee required with royalties



NEXO - GOLIATH



BUMBLE - RIVERDALE



OXYGEN - AMBULANCE

# STEPS TO CREATING SUCCESSFUL PROMOTIONS

## DETERMINE YOUR OBJECTIVES

1



1. Increase brand awareness and sales of brand.
2. Specific timing of year/quarter/month.
3. Develop a promotion that reaches and resonates with the targeted brand audience.
4. Create a multi-layered promotional program that links brand to entertainment property.
5. Leverage the retailer/brand assets to drive sales of product.
6. Generate publicity for entertainment property and the retailer/brand.
7. And...specifics are terrific – if there are certain sales goals that need to be met or impressions created – all of this information will help create the backbone to the promotion.

2

## DETERMINE YOUR ASSETS

1. Media (TV / Print / Online / Radio / Out of Home): The property is not asking for a new commitment of advertising dollars – they want you to leverage your existing advertising buy and showcase the promotion with their property.
2. Retail store exposure (Standees, shelf-talkers, display units, gift with purchase)
3. Sweepstakes options
4. Customized content (ring tones, microsite, video game) or licensed merchandise.
5. Collaboration with other brand as potential partners



## PREPARE A LETTER OF INTENT

3

The LOI that outlines promotion and lists your objectives, assets available (supply as many metrics as possible – if you are sold in x# of stores, list them – & location), and what you want the property to do in exchange for you.



## PRESENT TO PROPERTY, WORK OUT THE KINKS, AND EXECUTE!



4

Establishing timelines for deliverables due by both sides will be the most important part of keeping your promotion on track. Hollywood Branded Inc. will ensure you have all production assets and materials, and remain your primary point with the production to ensure the process is seamless.



# HOW A PLACEMENT AGENCY ENSURES YOUR SUCCESS ON SCREEN

- Hollywood Branded Inc. provides a turnkey resource and actively seeks out on screen opportunities for our clients.
- Provides the effective resources without having to build a division in-house.
- Leverages established agency relationships and contacts.
- Dedicated industry contact for productions to 'clear' the legal usage onscreen of a product. If the production needs to hunt for a contact to approve usage, a competitive brand will typically be used.
- Strategic and operation experience – knowing what works, where issues may arise and how to negotiate the best terms for the brand.
- Provides daily on-set staff to form solid relationships and talk directly to decision makers (above the line producers, writers and directors and below the line prop masters and set decorators, etc.).
- Proximity to productions - ability to fulfill same day, last minute opportunities.



- Warehousing and detailed inventory control in order for product to maximize use of devices throughout the year.
- Brand knowledge, advocacy and agency leverage ensure the brand is shown in a positive light – production staff work with Hollywood Branded throughout their careers and deeply value the access to free and easily cleared product for productions.
- Possess the resources to get these products where they need to go seamlessly - and returned.
- Competitor knowledge and tracking of on screen usage through video review of all TV shows and feature films.
- Presentation of additional advertising and promotional partnership opportunities that can support the product placement initiative.
- Provide detailed tracking of on screen exposures.
- Provide measurement tools for product placement and brand integration.



# HOW WE **SECURE** PRODUCT PLACEMENT...

1

To find partner productions, we first create educational overviews which provide pictorial depictions of available product line, signage, special features and desired context and character usage. We then work directly with the producers, directors, writers, prop masters, transportation captains, transportation coordinators, wardrobe stylists, set decorators, craft services, production resources, art departments, production coordinators, show runners, advertising sales, unit publicists, network clearances, celebrities, talent agents, managers (keep going) to showcase your brand and ensure they understand your marketing goals. Properties, characters and storylines are selected that best portray your brand's key marketing and brand positioning.

We also restrict non- authorized usage of your product in productions so as not to be associated with any cast, character or situation considered to be in poor taste.

After we negotiate the opportunity and have approval (via blanket approval guidelines or approval on a specific opportunity) to move forward, we ensure all product and ancillary materials are delivered to production. We have a warehouse on-site, and inventory your products from arrival to our office, to delivery to set and back again.

We work with the department heads to ensure the on screen exposure is completed as negotiated, and then obtain all items and check them back through our inventory process, billing for lost or damaged items as required.

2

We then capture the video and still images, providing you with a very detailed ROI based on numerous factors including length of time on screen, overall audience reach, type of on screen exposure, key features included, character association, logo exposure, consumer awareness retention, positive brand feeling, purchase influence, and more.

3

As part of regularly scheduled reporting, you receive comprehensive reporting and a video reel to highlight and grade placements. When it makes sense, we can take your on screen exposure one step further, and expand upon your product placement by incorporating imagery from the entertainment property into your planned media – online, on- air, print, events, etc. Promotional opportunities include crossover campaigns in traditional advertising and media, in-store retail campaigns, radio giveaways, in-store point of sale materials, co-branded movie ticket campaigns, private screenings, sweepstakes, licensed product lines, public relations stunts, screenings in various cities and premiere party sponsorships.

# WHO IS HOLLYWOOD **BRANDED?**

Hollywood Branded is a Los Angeles-based Pop Culture Brand Partnerships Agency specializing in product placement, influencer marketing, and strategic partnership collaborations. With over 16 years of daily experience building global branded content campaigns for hundreds of top Fortune 500 companies, we firmly believe that uniting brands, content, celebrities, and influencers makes storytelling more impactful, authentic, and meaningful. We navigate the complex and ever-changing Hollywood landscape to strategically develop mutually beneficial pop culture partnerships that make brands stars. We guarantee that once budget is leveraged appropriately, the partnerships we collaboratively build will continue to deliver as the branded content airs in the decades to come. Thanks to our efforts, our clients still receive millions of impressions every year and experience the power of the pop culture partnerships campaigns we built.

## OUR SERVICES INCLUDE:

- Product Placement & Brand Integration
- Strategic Promotional Partnerships
- Celebrity Endorsement & Seeding Licensing Rights For Entertainment Content
- Branded Content
- Public Relations
- Social Media Support.

## OUR STATS:

- 16 Years in Business
- Over 10,000 Successful Campaigns
- 250+ Brand Partnerships
- Women Owned
- 1,600+ Blogs
- 350+ Podcast Episodes
- 1.25 Million+ Readers & Listeners Educated
- 8+ Billion Agency Press Impressions Around The World

## OUR PRESS:

Our agency not only wins international awards for our campaigns, we also have a significant media presence, with our founder and CEO Stacy Jones, being one of the most quoted experts in the pop culture industry. Our agency is regularly featured in media outlets worldwide, showcasing our thought leadership and expertise in the field.



## HB INBOUND

**PODCAST:** Marketing Mistakes (+ How To Avoid Them)

**AGENCY BLOG :** [Blog.HollywoodBranded.com](http://Blog.HollywoodBranded.com)

**CLASSES:** [Learn.HollywoodBranded.com](http://Learn.HollywoodBranded.com)

**INSTAGRAM:** [@hollywoodbranded](https://www.instagram.com/hollywoodbranded)

**FOUNDERS LINKEDIN + NEWSLETTER -** [@stacyjones](https://www.linkedin.com/company/hollywoodbranded)

# HOLLYWOOD

# PROOF YOUR BRAND IS THE **BEST**



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# HOLLYWOOD BRANDED

**Make your brand a star through strategic partnerships  
that harness the power of pop culture**