



HOLLYWOOD

Influencer & Content Marketing Experts

BRANDED

**Hollywood Branded Uses Critical
Mention to Deliver for Clients**

Hollywood Branded is an entertainment marketing and branding agency that secures and builds partnerships with celebrities, social influencers and the TV, film and music content that drives pop culture and sales. The agency works with some of the biggest influencers and brands on some extremely high-profile campaigns.

Critical Mention recently spoke with Stacy Jones, CEO of Hollywood Branded, about best practices for branding, what makes the agency unique, Hollywood Branded's media monitoring strategy and a viral Game of Thrones moment!

STACY JONES

**CHIEF
EXECUTIVE
OFFICER**



CM: Can you provide an overview of Hollywood Branded?

Sj: We literally make brands Hollywood stars by working with content producers to build our clients directly into the storyline for TV, SVOD/OTT, film or music content with branded characters as employees, branded location shoots, scripted messaging, key insert product shots, signage and advertisements, or as deeply embedded brand stories. We also work with talent agencies and managers to craft celebrity endorsement campaigns, partner our clients with celebrity driven events, and build social influencer partnerships.



CM: What makes your agency unique?

SJ: Hollywood Branded is unique in a few key ways.

We have massive industry experience and relationships. We have experience in our specialties of celebrities, influencers, branded content and product placement. The campaigns we build will typically have multiple tactics along with marketing or advertising extensions to support the overall major partnership, creating turnkey campaign layers to generate content and maximize exposure.

We are also extremely agency - and brand team - friendly. Half our client base is other agencies. While we work directly with many brands, agencies also hire us to craft programs for their clients. This means we have learned to play well in the sandbox.

Additionally, we have global reach. We have a network of agency partners throughout the world which allows us to build celebrity, influencer, branded content and product placement partnerships in almost any part of the world.

How long have you been a Critical Mention customer? What initially led you to look into media monitoring solutions?

SJ: Hollywood Branded has been a Critical Mention customer for three years. We initially used TVEyes, then moved over to Snapstream and after evaluating the competitive landscape for media monitoring tools, chose Critical Mention for its more robust functionality. Critical Mention offers PR analytics tools and access to TV clips that many other platforms don't provide, and which we need and use on a daily basis.

Our team reviews a lot of content. Every film, TV show or music video we work on has to be reviewed by our team, so that we can confirm our successful partnerships and share that with our clients. We used to have a DVR system on steroids where we had stacks of recording towers that we would then review. Thanks to Critical Mention we can clip and view those physical product placement exposures while also being notified of verbal mentions of our clients.

We also build PR campaigns for brands, as well as our own agency, and having the media monitoring system in place helps us make sure we don't miss any mentions. We'll often know about the initial reporter writing the story, but it's difficult to truly capture how much additional article coverage there is by other media outlets if you don't have a proactive media service.



How does HB use CM day to day?

S/: Hollywood Branded uses Critical Mention in a few different ways:

- Critical Mention allows us to stay up-to-the-minute (literally) on media mentions of our agency and our clients. Often when we do an interview with a media outlet, Critical Mention lets us know it is live before the reporter has even notified us.
- It also provides the metrics we need for clients to be able to showcase overall impressions and media value they have received, while allowing us to remove clutter that is repetitive
- We use the platform both for tracking media mentions, as well as TV coverage for clients who we do product placement campaigns for as we can physically review scenes easily from the platform.
- We also run reports on how much media and word of mouth a brand campaign is receiving, not only for our own clients, but for topics of interest overall within our industry. When media approach us for a comment or insight, we can back up what we are providing with data.



GAME OF THRONES™

HB and CM shared a viral sensation at a huge cultural moment in 2019 - can you tell that story?

S/: Our agency went viral in almost every country around the world - due to our established relationships as a media go-to-source. And that was thanks to data we pulled from Critical Mention.

On Monday, May 6th, 2019 a reporter reached out to ask for an expert opinion on the value and cost of the product placement for the perceived Starbucks cup in Game of Thrones Season 8, Episode 4. This was not a new experience for my agency or self, as I typically speak with reporters from leading publications on at least a weekly basis.

What *was* new, was that this specific interview by MarketWatch included a unique angle - as I had provided metrics to the potential cost of the exposure if Starbucks had tried to secure this type of product placement in a similarly sized modern-day TV or film. The next day, other reporters reached out, and I pulled new metrics from Critical Mention for Business Insider and CNBC of the building PR value. Those articles also went viral, amounting to huge global digital, print, social and TV coverage.