

# HOLLYWOOD BRANDED INC. AGENCY SERVICE OVERVIEW

**WHO WE ARE:** Hollywood Branded Inc. is a full service cutting edge agency specializing in strategic and targeted entertainment marketing campaigns. Corporate divisions include Hollywood Branded and Productions Branded.

**WHAT WE DO:** Hollywood Branded works with production companies, corporations and agencies around the globe to create strategic outside-the-box entertainment marketing campaigns utilizing:



BRANDED CONTENT



PRODUCT PLACEMENT  
& INTEGRATION



PROMOTIONAL  
PARTNERSHIPS



CELEBRITY  
ENDORSEMENTS



CELEBRITY EVENT  
GIFTING & SPONSORSHIP



PUBLIC RELATIONS

**HOW WE WORK:** Hollywood Branded is retained directly by corporations or by their agencies to research, strategize, activate and execute branded entertainment marketing campaigns.

- We handle budgets large and small on a yearly retainer or single scope project basis.
- We work with every entertainment segment: TV – Film – Music – Digital – Mobile – Video Games – Events
- We present strategically targeted opportunities which meet your branding goals and consumer marketing objectives.
- We educate production on your brand in order to create seamless and organic campaigns.

**WAYS YOU BENEFIT:** Hollywood Branded allows you to become proactive instead of reactive – marketing the brand to the entertainment community with a focus on educating and highlighting your marketing objectives versus market perception.

- We keep you apprised on opportunities available and update you on competitor activity.
- We save you valuable time, doing all related research, contacting all prospective production partners and coordinating and managing all logistics.
- We deliver a comprehensive Return on Investment metric to valueate your overall entertainment marketing program.

**WHY HOLLYWOOD BRANDED:** Hollywood Branded is comprised of experts who know how to handle both production and brand needs.

- We have over a decade of experience in this space, with an established network of production contacts in every vertical, and have worked with many top Fortune 500 companies.
- We provide thorough status reporting with customized ROI metrics to fully quantify your entertainment marketing program.
- Our team is well educated, dedicated and experienced with prior brand, agency and production management.
- We offer service options not offered by any other competitor.



# AGENCY SERVICE OVERVIEW

## CONNECTING BRANDS WITH CONSUMERS THROUGH THE ALLURE OF CELEBRITY & ENTERTAINMENT

### BRANDED CONTENT



- Hollywood Branded ensures your brand and the production are aligned throughout the creative process.
- Introduction to the best minds of branded content producers, broadcasters & distributors.
- Access to the latest developments and case studies.
- Full management and execution of content development from initial brainstorming, filming, final editing, marketing and distribution.

### PRODUCT PLACEMENT & INTEGRATION



- Source and present opportunities from TV, Film, Digital, Video Game, Mobile, Theater & More
- Create marketing tools for production personnel.
- Strategize with production personnel to build a non-obtrusive blend of brand attributes, messaging points, product and signage within creative content.
- Negotiate pricing or barter (if any.)
- Oversee contract & legal paperwork.
- Deliver & track all materials sent to production.
- On set monitoring of product usage.
- ROI delivery based on client's measurement needs.
- Pictorial & Video confirmations.
- Competitive research.

### PROMOTIONAL ALLIANCE



- Research and identify relevant entertainment properties.
- Strategize with client and client agencies the elements available for leverage.
- Develop a Letter of Intent.
- Oversee activation of promotion elements.
- Present a Case Study upon completion.

### CELEBRITY EVENTS



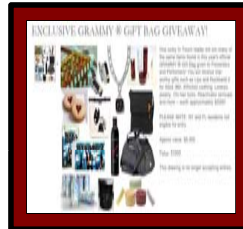
- Research and identify relevant celebrity event alignment and gifting opportunities.
- Oversee activation of event & gifting.
- Public Relations assistance to optimize experience via print and media.

### CELEBRITY ENDORSEMENT



- Introduction of brand to targeted celebrities and trendsetters based upon desired marketing exposure.
- Negotiate pricing and/or celebrity investment stake.
- Oversee contract & legal paperwork.

### PUBLIC RELATIONS



- Writing Press Releases.
- Securing Required Clearances.
- Sourcing & Submitting to Media Outlets.
- Submit Materials For Placement.
- Monitor Resulting Activity.

