

*SANE Agency, a division of SANE Media, LLC*

# Brands, Meet Entertainment

UNDERSTANDING ENTERTAINMENT MARKETING

# Purpose of this whitepaper

This whitepaper was written with the intent to help brand marketing leaders gain a better understanding of entertainment marketing. The field of marketing is an ever-changing world from continuous changes in consumer behavior that are reflected in data, marketing technology, numerous mediums, a wealth of platforms for brands to reach their audience, and most recently the advent of artificial intelligence which for some has thrown a monkey wrench into things to the introduction of techniques that marketing teams can use to drive audience traffic back to the brand. All of these things affect a brand's strategy causing them to continuously adapt and find ways to improve to deliver on ROI.

At *SANE Agency*, we live at the intersection of entertainment and brands. Our team understands brands, entertainment companies, creators, and athletes. We appreciate you taking the time to read this and we value our relationship with everyone.

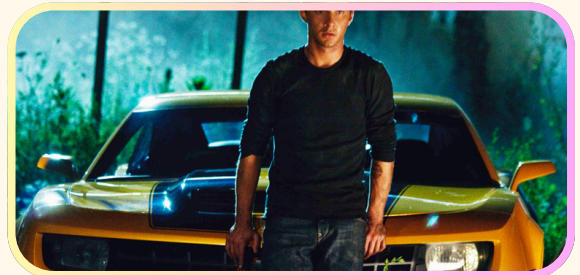


**Clifford Waddell, III**

Managing Partner, *SANE Agency*  
CEO, *SANE Media, LLC*

# What is Entertainment Marketing?

Entertainment marketing is a form (or subcategory) of content marketing. It involves leveraging new or existing entertainment productions across one or multiple mediums to promote a brand's product or service with subtle (or subliminal) messaging. Brand messaging can look many different ways such as product placements, mention of a brand's product or service, product or service activations, and/or audience engagement. The various mediums include television, film, radio, music, video games, YouTube, and in some cases social media content.



## Advantages of Entertainment Marketing:

One of the biggest advantages of entertainment marketing is audience reach through an entertainment production that's bound to reach (depending on the medium and market) tens of thousands, if not, millions of people. It's a bonus if it's a production with a notable influencer or celebrity attached where the brand can tap into both the production and celebrity/influencer's audience simultaneously.

# What Entertainment Marketing is NOT

## Celebrity Endorsement



## Social Media Content (i.e. Instagram, Facebook, TikTok):



## Commercial



## Sponsorship Marketing



## Why are brands hesitant to invest in entertainment marketing or develop an entertainment marketing strategy for product placement and activation?

There's still plenty of room for national and global brands to bake more entertainment marketing into their marketing strategy. While most brands aren't invested in entertainment marketing like Coca-Cola, Apple, PepsiCo, and T-Mobile, many more brands have begun taking steps to incrementally increase their entertainment marketing efforts.

Brands are hesitant largely due to the lack of understanding of how entertainment marketing really works and how it could benefit their brand. Some view entertainment marketing as just another media buy, like buying a commercial slot or paying for a product endorsement.

Some brands aren't sure how their product can fit into a production, especially the brands that only provide a service and no physical products.



## Shining Examples of Entertainment Marketing

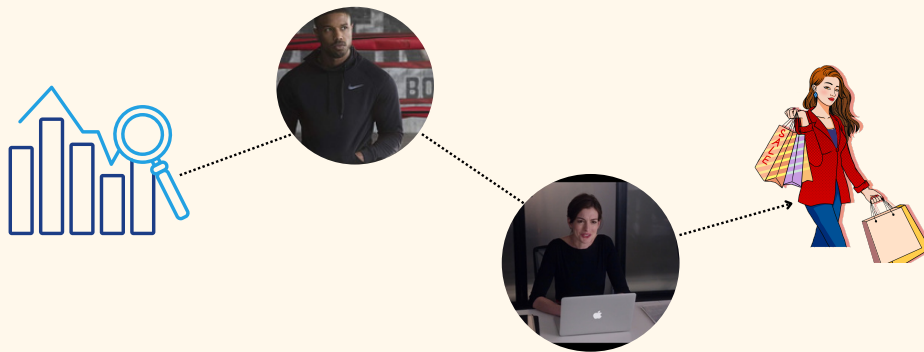
- Volkswagen & Despicable Me 4
- Apple Music Super Bowl Halftime Show
- Ray-Ban & Top Gun
- T-Mobile Home Internet 2024 Super Bowl Ad



\*Click above examples to watch videos\*

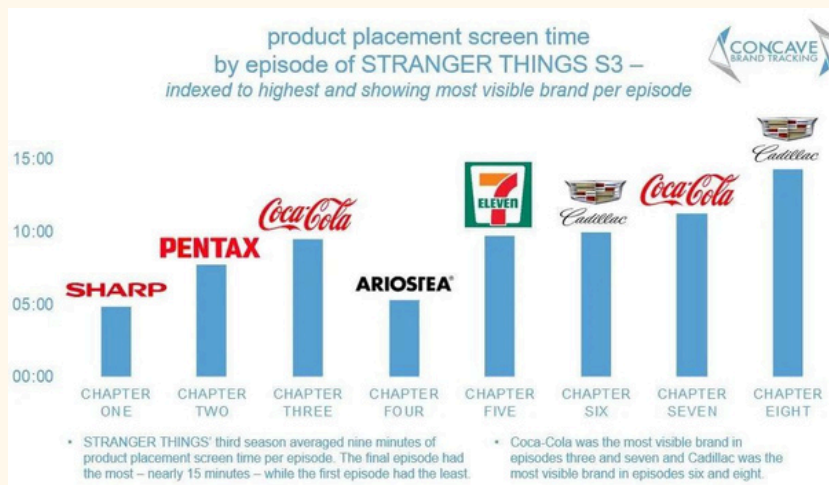
## Foundation of Entertainment Marketing

It goes without saying, but before seriously considering any product placement or activation opportunities, brands should first consider the data. If brands are going after consumers that fit their existing customer demographics, then they should work off of that data. If brands are looking to attract a new demographic of customers, then they should find the data to help them effectively go after those consumers. Regardless, effective placement and activations follow the data so that products are placed in the right places and are activated the right way.



## Components of Entertainment Marketing:

- Product placement
- Brand activation
- Brand engagement
- Storytelling > brand values > right fit



Source: American Marketing Association

## How to properly go about entertainment marketing:

1. Brands need to first identify their target audience whether it's a current or new demographic
2. Set clear [SMART] goals and objectives
3. Identify potential media or talent agency partners to help carefully craft an entertainment marketing campaign or strategy
  - a. It's important to be able to trust external collaborators with the brand's reputation
4. Identify entertainment productions that check the following boxes
  - a. Aligns with brand values
  - b. Is a natural fit for product placement
  - c. Is a natural fit for brand product or service activation
  - d. Allows for the brand to create engagement opportunities around the production
5. Determine a reasonable and realistic budget for entertainment marketing
  - a. Some opportunities are more expensive than others, however, they may be worth the investment



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Thank you for taking the time to read our entertainment marketing whitepaper. We will release the full version of the whitepaper tomorrow, 5/23/2024. The full version will be shared on LinkedIn. If you would like a copy of the full whitepaper personally emailed to you, you can visit, [sanemediallc.com](http://sanemediallc.com) and fill out the contact us form.