



How Hollywood Branded crafted a multi-season partnership for an everyday object

Turning a writing instrument into a star, Hollywood Branded got Pilot pens in front of 1.5 million daily viewers

Background

Pilot Pen Corporation of America makes a wide variety of writing instruments, including some of America's best-selling models. Their products are featured regularly on office supply review and top-ranking lists, and even show up in the hands of high-profile politicians.

The Challenge - How to raise brand awareness

Despite their previous success, Pilot still needed to find an edge. They needed to raise the profile of their products to *show* people how much better it is to use their pens over a competitor's. But marketing something like this isn't easy, especially when there are dozens of different pens that can all write just fine.

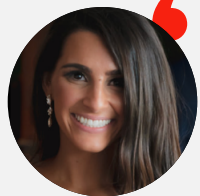
Pilot faced the daunting question: How do you get an everyday object better brand awareness? Something that most people may have on their desk already. For Pilot, taking their marketing to the next level needed some extra muscle.

That's what brought them to Hollywood Branded.

The Solution - A customized marketing strategy

As an experienced pop culture marketing agency with meaningful connections in the entertainment industry, Hollywood Branded was able to create a unique, lasting partnership with NBC on their daytime talk show, *The Kelly Clarkson Show*.

Using a tailored strategy to the brand and products they were helping promote, the team created a plan that not only used the pens in a variety of different ways, but that also allowed Pilot to express its core values as a business



“One of the greatest benefits of being our client is our ability to be at the forefront of opportunities that no one could even have predicted to exist”

The marketing campaign for Pilot involved several key pieces:

- Using repetition to create a lasting impression of the product. Multiple presenter mentions in each episode, plus frequent close-ups of the pens to keep them up front and center.
- Giving Pilot Pen their own dedicated segments aligned with a feel good, human interest story about writing. This allowed Pilot to become more than a pen, but a character in the show's narrative.
- Getting a powerful signal boost by being shared on social platforms including YouTube, Instagram and TikTok. The Kelly Clarkson Show created a set number of social posts across the season that highlighted certain segments, boosting them to Pilot's target audience.



The Results - Pilot Pen is now a staple in living rooms daily

This strategy has paid off for Pilot Corporation, as they are in the 4th season of their partnership at the time of this writing. But you could reasonably say getting their product in front of about 1.5 million people every weekday would be a success on its own.

Hollywood Branded's multi-faceted approach to their partnerships is truly what sets them apart. This kind of flexibility is crucial because different brands have different goals in mind.

As a bonus for Pilot, the Kelly Clarkson Show was also a platform for them to promote their Overachievers Grant. This grant is awarded to adults and students who make a positive impact in their community.

The Hollywood Branded team pulled off a difficult feat - turning an everyday object into a star.



Looking to get your brand in front of more people? Email us at:

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