

# Cultural Daily

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## Marketing Movies and Shows: What Businesses Can Learn From Hollywood

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Marketing is an activity that permeates our everyday lives, from the daily content we consume on several social media applications to bonus pop-up **Verde Casino** websites and TV shows. There are thousands of businesses out there looking to find the right audience and global network of marketers ready to bring this to reality. Hence, entrepreneurs have been able to sell their products in the most creative ways possible.

This creativity marketers display comes not only from years of learning but also from being aware of their environment. That is, *trending discussions*, *movies*, and *TV series*. If you're looking to find more inventive methods of putting your product out there, here is a list of the best movies and TV shows with many lessons for marketers and businesses.

### 1. Emily in Paris

Many would describe *Emily in Paris* as that go-to comfort show that helps them step into a light, easy world of entertainment, *Paris* aesthetic, and fashion. While this holds a lot of ground, there is so much more to the TV series than that. *Emily in Paris* is a TV show set in *Paris* that features a young marketing executive (Emily) who moves to *Paris* to provide an American point of view for a French marketing company. Through the course of the show, the firm takes on clients from several industries and helps them sell their products using several advertisement approaches. This show comes with a lot of creative ideas that can be incorporated into the real world. Emily's experience in the field is tested fully in this series, and she manages to navigate through these challenges every single time. All while juggling her love life and friendship.

### 2. Mad Men

While the first series mentioned in this list focuses on modern marketing, *Mad Men* is more about the inner workings of agency management in the *1960s*. It also features the process of fostering client interactions and management. *Mad Men* is set in the fictional *Sterling Copper* advertising agency; a company focused on how advertising strategies evolved in the early days and how they influenced social and cultural shifts. If you think there isn't much to learn about the old advertisement ways, then you're in for so much surprise. Throughout the series, viewers see the creation of several fictional but emblematic advertising campaigns, such as the memorable "*I'd Like to Buy the World a Coke*" campaign.

### 3. Steve Jobs

*Steve Jobs* is a biographical drama that portrays Jobs' life story and the many challenges he faced before his big break. Being a popular American businessman and one of the richest in the tech industry, Steve Jobs is one many see as an inspiration and model figure. This movie was released to give some closure to these categories of people, showcasing the backstory of his successes. It shows several *failed attempts*, *challenges*, *setbacks*, and *promotion steps* taken to build the second-best phone manufacturing company, *Apple*. This movie is ideal for creators and business owners in the tech space.

### 4. Marketing Media Money

The *CNBC* TV show *Marketing Media Money* in 2016 features the chief marketing officers at some of the globe's biggest businesses. It follows these individuals' careers, business challenges, and evolution. Leading industry experts from companies like *Unilever*, *Adobe*, *HSBC*, and more are brought to the audience to share valuable insights for those looking to learn. The host starts discussions tailored towards creative approaches to promotions and what it takes to build a business. With real-world examples to learn from, there are so many unexpected ideas that could come from watching this show.

### 5. The Social Network

*The Social Network* (2010) follows the story of a young Mark Zuckerberg as he develops and launches *Facebook*, the most used social media platform in the world. The film shows how understanding and catering to a specific target audience — in this case, Harvard students — can lead to rapid adoption and success. The initial exclusivity helped create a buzz and a sense of elitism around *Facebook*. It also demonstrates another marketing approach that was taken to put the *Facebook* app in the mainstream. Overall, *The Social Network* underscores the importance of vision, understanding your audience, leveraging word of mouth, and building a strong brand identity in marketing. If these are things you're interested in learning, this movie might be a good practical opportunity for you.

### Key Takeaways for Marketers

There is a lot about marketing that can be learned even from the most unexpected places. The movies you watch, stories you read, and posts on social media pages. The media is teeming with ideas and creativity. This is why it is important to keep an open mind as creators and be highly aware of your environment. Your next big inspiration tomorrow could come as the biggest shock to you.

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