

## "Transformers" Brand Up for "One Show" Award

Contributed by lonegamer8  
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The Hollywood Reporter.com has an article covering the first awards for branded entertainment, One Show honoring creative excellence in a new field. While the One Show Entertainment Awards have focused on excellence of advertising, this year's awards will be a first on focusing branded entertainment. One example used was Paramount/Dreamworks' Transformers, branded entertainment in mainstream movies and a finalist for the awards in the Film category under Theatrical Release.

As a good example of branded entertainment involving mainstream movies, Warlick pointed to "'Transformers' (the 2007 blockbuster from DreamWorks and Paramount directed by Michael Bay and starring Shia LaBeouf), which sold a lot of toys for Hasbro. Hasbro knew what they were doing, but I think the (tremendous) success of that film both as an action movie and as a launch vehicle for these toys probably surprised everybody."

Read the rest of the article [here](#) and One Show's main site [here](#) with a list of the finalists.